

Code No: MB1615/R16

MBA I Semester Supplementary Examinations, February-2020

BUSINESS ENVIRONMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. | a | Explain the significance of Business Environment at National and International level | 6 M |
| | b | Discuss briefly the Industrial policies since independence. | 6 M |
| 2. | a | Explain the nature and significance of economic systems in India. | 6 M |
| | b | Discuss the causes responsible for Industrial sickness in India. | 6 M |
| 3. | a | Explain in detail the elements of recent Fiscal policy of India. | 6 M |
| | b | What is Balance of Payments (BOP)? Explain the causes for Disequilibrium in BOP. | 6 M |
| 4. | a | Discuss the following: | 6 M |
| | | i) TRIPS | |
| | | ii) TRIMS | |
| | b | Explain the role and functions of W.T.O. in International relations. | 6 M |
| 5. | a | Give an overview on Essential Commodities Act 1955. | 6 M |
| | b | Discuss the special features of SICA. | 6 M |
| 6. | a | Explain the dumping and anti-dumping measures taken by the Indian government. | 6 M |
| | b | Explain the nature and characteristics of India's trade policy. | 6 M |
| 7. | a | Discuss Disinvestment mechanism briefly. | 6 M |
| | b | Critically examine the problems and challenges of Business Environment. | 6 M |

8. Case Study:

12 M

ABC Ltd. decided to start its new venture in Delhi. For this they needed to understand the Business Environment of the area. It was realized by the company that the Business Environment of Delhi was very hard to understand unless and until it was divided into different business dimensions like legal, political, economic, social and technological conditions. After understanding the business situations, the company started to study the close links between different elements of the Business Environment. They gave a proper shape to their research and the business got started with full force.

Later ABC Ltd. realized that the products they were selling in Delhi were more fit for the European culture and decided to start a new branch in Belgium where the demand of their products was very high from the first day. The company came to be recognized, and in few years became a global brand. The reason for its success in different countries was the adaptability it showed in meeting the changing environment. The company kept track of all happenings and did a periodic survey of the choices of the customers. It recognized that there was no surety in the nature of market and it was very unpredictable.

Answer the following:

- i. Which features of Business Environment have been highlighted in the above case?
- ii. How can ABC Ltd. compete if a serious competitor with the same USP enters the market?
