

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES

Odd Semester Examination - January 2023

BBA-III-Semester

BBA-F-10: BUSINESS ENVIRONMENT

Time: 03 Hours

Maximum Marks: 75

SECTION- A Short Answer

Note- Attempt any six questions. $6 \times 5 = 30$

1. Write a note on concept of business environment and its significance.
2. List down the features of MNC.
3. Explicate how FDI is impacting Indian Business?
4. Discuss LPG and its benefits to Indian corporate houses.
5. What is the importance of political environment in business decision making?
6. Elucidate the role of sunrise sector in Indian Economy.
7. How cultural environment can affect a business organization?
8. Illustrate the merits and demerits of Private sector.
9. What is Value Chain Analysis? What is its scope? What does it signify?

SECTION- B Long Answer

Note: Attempt any three questions. All questions carry equal marks. $3 \times 15 = 45$

10. From the starting, Garments Globe Ltd. has witnessed a continuous growth in Indian domestic market. Now the management is planning to extend their operation to France and it will be their first foreign market entry. The company is known for its quality garment.
 - a. Suppose you are assigned to conduct SWOT analysis for Garments Globe Ltd. how will you approach and carryout the same? (8M)
 - b. As a decision maker of the company which foreign market entry strategy will you initiate and why? (7M)
11. "The Indian corporate sector has come face-to-face with several challenges due to changes of government policy in business and industry".
 - a. Explain any three such changes in detail. (8M)
 - b. Explicate major challenges facing by p Indian based MNC since COVID-19. (7M)
12. Elucidate the components of Business Environment in detail with example.
13. "Technology makes the Business World easier but at a same time numerous security threats and challenges are there". With reference to the above statement, elucidate how technology is impacting World Business both in positive and negative aspect?
14. Suppose after your graduation, you would like to have your own start-up in the area of Hospitality sector. In such situation how Michael Porter's five force model can be helpful for you?
15. Construct a value chain for the FMCG business and discuss the significance while assessing the internal environment.