

CT Inst. of Engg.

MAY 20

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 15

MBA / MBA (IB) (Sem.-2nd)  
**BUSINESS ENVIRONMENT**  
 Subject Code : MBA-201 (2012 Batch)  
 Paper ID : [C0246]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

**SECTION-A**

Write short notes on :

1. External Environment
2. FDI.
3. Inflation
4. Liberalization.
5. GATT.
6. TRIPS.

**SECTION-B****UNIT - I**

7. Discuss how the environment acts does as a stimulant to business. Analyze why business often need to scan the business environment and its significance for business activity.

Or

8. Discuss the role and significance of political institutions in the political environment of India.

**UNIT - II**

9. Analyse the fourfold role of the government occurred in India. Also explain in what respect

Or

10. "Monetary policy is the tool to control inflation with the quantitative and qualitative measures

**UNIT - III**

11. Explain the social responsibility of business towards government and the community.

Or

12. "Divestment and Privatisation are favoured by the country". Elucidate the statement.

**UNIT - IV**

13. Discuss the arguments for and against technology in business environment.

Or

14. Explain the significance and role of SEZ's in India to face the challenges of International environment

**SECTION-C****15. Case Study:**

Businesses do not operate in isolation. They are influenced by internal and external factors that impact on the business. Monitoring the external environment is vital to the success of the business. Being able to respond to changes ensures the longer term survival of the business. Innovative IT services organization that bring together technologies together. Logica employs more than 10,000 clients around the world in a variety of industries including telecommunications and gas and manufacturing. Logica's services are provided through, for example, improving efficiency and reducing waste.

**Question:** Which technique is suitable in environmental scanning? Provide innovative solution to the customer and what steps will be taken by the company in order to face the challenges?

