

Roll No.

Total No. of Pages : 02

Total No. of Questions : 06

**MBA (Campus) (Sem.-1)**  
**BUSINESS ENVIRONMENT**

Subject Code : MBA-102

M.Code : 51182

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR questions each carrying TEN marks each and student has to attempt ALL questions.
3. SECTION-C is consist of ONE Case Study carrying EIGHT marks.
4. All Questions are Compulsory.

**SECTION-A**

1. Write a short on the following :

- a) Business Cycle
- b) Industrial licensing
- c) EXIM policy
- d) Corporate social responsibility
- e) Intellectual property rights
- f) Dumping and Anti-Dumping

**SECTION-B**

2. Discuss the need to scan the business environment. Explain various techniques used for scanning the business environment.
3. What are the objectives of economic planning in India? Discuss the strategies and evaluation of current five year plan in detail.

4. What do you understand by the environment protection act 1986? Explain various components of ecological environment protection in detail.
5. Explain the following :
  - (i) Benefits and problems from MNCs.
  - (ii) SEZs and EPZs

### SECTION-C

#### 6. Case Study :

Naman and Govind after finishing their graduation under vocational stream decided to start their own travelling agency which will book Rail tickets and Air tickets on commission basis. They also thought of providing tickets within ten minutes through the use of Internet. They discussed the idea with their Professor Mr. Mehta who like the idea and suggested them to first analyze the business environment which consists of investors, competitors and other forces like social, political etc. that may affect their business directly or indirectly. He further told them about the technological improvement and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes which may hinder their business performance. He emphasised on making plans keeping in mind the threat posed by the competitors. So that they can deal with the situation effectively. This alignment of business operations 'with the business environment will result in better performance.

#### *Question :*

- a) Identify and state the component of business environment highlighted in the above para.
- b) State any two features of business environment as discussed by Prof. Mehta with Naman and Govind.
- c) Also state two points of importance of business environment as stated by Prof. Mehta in the above situation.

**NOTE : Disclosure of identity by writing mobile number or making passing request on any page of Answer sheet will lead to UMC against the Student.**