

**MBA Degree (FT I&PT III) Semesters End Semester Examination- December, 2022**  
**21-371-0106/ 20-372-0305/20-371-0106: BUSINESS ENVIRONMENT**  
**(Regular and Supplementary)**

Time: 3 Hours

Max Marks: 50

**Course Outcomes:**On completion of the course, the student will be able to:-

CO1	Ability to recall the basic concepts and terms related to Business environment, environmental scanning, political, economic, social technological, legal, ecological environment of business.
CO2	Enable the incumbents to understand comprehensively the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Develop skills in business environment analysis based on the understanding of the different contents delivered to apply them with illustrations and cases.
CO4	Impart skills to analyse the real time data (economic/ social/legal) to explore and undertake business decisions.
CO5	Make the students capable to evaluate the impact of political, economic, social, technological, legal, ecological environment on business decisions taken by firms
CO6	Make the students capable to evaluate the impact of political, economic, social, technological, legal, ecological environment on business decisions taken by firms

**BL – Bloom’s Taxonomy:**(L1- Remember , L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

**PART A**

*(Answer ALL questions. Each question carries 2 marks)*

Q No.	Questions	Marks	BL	CO
1	What do you mean by internal environment of business?	2	L2	CO2
2	What is fiscal deficit?	2	L1	CO1
3	Explain the concept of technological obsolescence	2	L2	CO2
4	Write a note on Carbon Trading.	2	L1	CO1
5	Briefly explain the mandate of IMF?	2	L1	CO1

**(5X2=10 marks)**

**PART B**  
(Answer ANY FIVE Questions. Each question carries 4 marks)

Q No.	Questions	Marks	BL	CO
6	Inflationary tendency in the Indian economy is reportedly surging. Explain the monetary policy stances of RBI during the past two years and its overall effect in monitoring the money supply.	4	L5	CO4
7	Give an account of performing VRIO analysis?	4	L3	CO3
8	Customs and traditions have an impact on the markets. Explain its effect on businesses with suitable examples.	4	L4	CO4
9	What is National Investment Fund? Evaluate the policy on disinvestment of public sector enterprises in India.	4	L4	CO3
10	Briefly explain the role of World Bank in enabling development of third world countries	4	L3	CO3
11	What are the effects of technology environment on the businesses?	4	L3	CO3
12	Write a note on ASEAN treaty and its effects on trade in India	4	L4	CO3

**(5X4=20 marks)**

**PART C**  
(Answer ANY TWO questions. Each question carries 10 marks)

Q No.	Questions	Marks	BL	CO
13	Indigo Airlines is a LCC which has penetrated into the aviation sector in the India and claims the largest market share. Answer the following questions a. Perform Porters Five Forces analysis with respect to Indigo Airlines. b. Evaluate the socio-economic factors in India that has led to success of LCC	10	L5	CO6
14	Discuss the effects of New Economic Policy on Indian Economy with respect to the following aspects a. Financial sector reforms b. Fiscal and trade policies	10	L4	CO4
15	Tom worked in the hospitality industry during 2020, when the world was hit by Covid-19 pandemic. Along with others in the hospitality sector, Tom's company also was forced to lay off its employees following the continuous infection enforcing travel bans across the globe and reduced interest in tourism. After loss of the job, Tom is thinking of opening his home stay in Kochi, his home town. Can you help Tom unfold the situation and help in making a right decision. a. What factors in the macro environment has a bearing on Tom's hope for starting a home stay? Discuss the implications of each factor b. What factors in the micro environment is favourable to Toms's hope of starting a home-stay?	10	L6	CO6

**(2x10=20 marks)**

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