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**MBA Degree (FT) First Semester End Semester Examination- February/March 2022**  
**21-371-0106: BUSINESS ENVIRONMENT**  
**(Regular)**

Time: 3 Hours

Max. Marks: 50

**PART A**

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

1. What do you mean by micro environment of business?
2. What is fiscal deficit?
3. Explain the concept of GDP as an indicator of economic growth.
4. Write a note on VUCA world.
5. What is a customs union?

(5X2=10)

**PART B**

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

6. Explain the concept of Porters Five Forces Model with a suitable example
7. What is SWOT Analysis? How do you assess a company using SWOT analysis?
8. Explain the role of Information Technology in economic development.
9. Discuss the main elements of MSME policy in India. What is the new criteria for classification of MSME
10. Briefly explain the mandate and functions of IMF
11. Distinguish between FDI and FII and what are the salient features of FDI policy in India?
12. Discuss the features of New Industrial Policy 1991.

(5x4=20)

**PART C**

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

13. Identify an organization of your preference and perform PEST Analysis
14. Discuss the effects of New Economic Policy on Indian Economy
15. David worked in the travel and tourism industry during 2020, when the world was hit by Covid-19 pandemic. Along with others in the travel sector, David'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, David is thinking of opening his restaurant in Kochi, his home town. Can you help David unfold the situation and help in making a right decision?
  - a) What factors in the macro environment has a bearing on David's hope for starting a restaurant? Discuss the implications of each factor
  - b) What factors in the micro environment is favourable to David's hope of starting a restaurant?

(2x10=20)

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