

Reg. No. 

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**B.A Degree (FT) First Semester University End Semester Examination- January, 2024**  
**21-371-0108: 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, and 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. Nos. | Questions  | Marks | BL | CO  |
|---------|--|-------|----|-----|
| 1       | What do you mean by macro environment of business? | 2     | L1 | CO1 |
| 2       | What is inflation?                                 | 2     | L1 | CO2 |
| 3       | What is inflation?                                 | 2     | L2 | CO2 |
| 4       | Explain the concept of real GDP                    | 2     | L2 | CO1 |
| 5       | Describe the concept of ESG                        | 2     | L2 | CO1 |
| 5       | Briefly explain the mandate of IMF                 | 2     | L2 | CO1 |

(5X2=10 marks)

**PART B**

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

| Q. Nos. | Questions   | Marks | BL | CO  |
|---------|---|-------|----|-----|
| 6       | Discuss the impact of financial sector liberalization on the Indian Banking system. Elaborate major changes that were introduced in banking sector in India | 4     | L6 | CO5 |

|    |   |   |    |     |
|----|---|---|----|-----|
| 7  | Write a note on ASEAN. Identify the implications of the ASEAN India pact  | 4 | L3 | CO3 |
| 8  | Disruptive technologies have always benefitted business to advance. Evaluate the statement in light of the impact of technological environment of businesses. | 4 | L5 | CO4 |
| 9  | Briefly explain the mandate and functions of ADB and analyse the performance of ADB   | 4 | L4 | CO3 |
| 10 | Tata Sons have recently purchased Air India. Examine the policy on disinvestment in India and evaluate its implications in light of the Air India Deal.       | 4 | L5 | CO6 |
| 11 | Values in a society have an impact on the markets. Analyse its effect of Indian societal values on businesses with suitable examples.                         | 4 | L4 | CO5 |
| 12 | Discuss the purpose, procedure and implication of performing VRIO analysis?   | 4 | L3 | CO4 |

(5X4=20 marks)

### PART C

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

| Q. Nos. | 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<br>a) Assess the competitiveness of Indigo Airlines using Porters Five Forces analysis.<br>b) Appraise the socio-economic factors in India that has led to success of LCC | 10    | L5 | CO5 |
| 14      | Discuss the effects of liberalization on Indian Economy with respect to the following aspects<br>a) Financial sector reforms<br>b) Fiscal and trade policies  | 10    | L6 | CO3 |



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Chef Priya Menon is grappling with a pressing issue that threatens the very essence of her culinary creations. The problem lies in the intricacies of the local food supply chain, which has been marred by multifaceted challenges, adversely impacting the quality and availability of ingredients. Kerala's political landscape has witnessed policy fluctuations that have affected agricultural practices. Changing government policies on land use and subsidies have created uncertainty among farmers, leading to a decrease in agricultural productivity. Widening income gap in Kerala have made it difficult for small-scale farmers to invest in modern farming techniques. This has hindered the overall efficiency of the agricultural sector, affecting the quantity and affordability of produce. The socio-cultural fabric of Kerala is deeply entwined with traditional farming practices. However, the younger generation's shifting preferences towards non-agrarian occupations have resulted in a diminishing agricultural workforce, leading to a decline in cultivation.

The slow adoption of modern agricultural technologies in Kerala has impeded productivity growth. Lack of access to advanced farming techniques, irrigation, and post-harvest technologies has left the agricultural sector vulnerable to climatic uncertainties. Further, climate change and unpredictable weather patterns have intensified challenges for farmers. Frequent floods and droughts disrupt crop cycles, leading to a fluctuating supply of ingredients and affecting the quality of produce. Stringent regulations on land use and environmental conservation have restricted the expansion of agricultural areas, exacerbating the already strained supply chain.

Chef Priya Menon's difficulty underscores the need for holistic solutions that address the interconnected challenges in Kerala's food sector. We have to see the possibility of collaborative efforts between the government, farmers, and the private sector are essential to rejuvenate the agricultural landscape, ensuring a sustainable and resilient supply chain for the vibrant culinary scene of Kerala.

- a) Comprehend the factors in the macro environment that have a bearing on Chef Priya Menon's food business using PESTLE analysis.
- b) Discuss the implications of each factor.

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L6 CO5

(2x10=20 marks)

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