

Reg. No.

MBA Degree (PT) III Semester University End Semester Examination –November 2023

21-372-0305: 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 the Business environment, environmental scanning, the 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 analyze the real-time data (economic/social/legal) to explore and undertake business decisions.
CO5	Make the students capable of evaluating the impact of political, economic, social, technological, legal, ecological environments on business decisions taken by firms.
CO6	Generate new ideas, strategies and proposals for business expansion and developments based on business environment analysis.

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	Define the term "Remote Environment". Mention its characteristics	2	1	1
2	Briefly explain "Money market"	2	2	2
3	State the relevance of Technological obsolesces in today's business environment.	2	2	2
4	State the criteria of defining MSME in India	2	1	1
5	Write a short note on WTO.	2	1	1

(5X2=10 marks)

PART B

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

Q. Nos.	Questions	Marks	BL	CO
6	Elaborate on the application of Porter's Five Forces model for analysing the Micro environment of a business.	4	3	3

7	Demonstrate how the VRIO framework could be utilized to identify an organization's core competencies.	4	3	3
8	Describe how political environment can impact the businesses	4	3	3
9	Examine the importance of sociocultural factors on business	4	4	4
10	Assess the role of FEMA in the current regulatory landscape.	4	4	4
11	Discuss the role of World Bank in the alleviation of poverty.	4	4	4
12	Analyze how Custom Unions contribute to the regional and economic integration of their member countries	4	4	4

(5X4=20 marks)

PART C

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

Q. Nos.	Questions	Marks	BL	CO
13	Perform an Analysis of the Tourism sector in Kerala. Based on the analysis:- a) Identify the Strengths, Weaknesses, Opportunities and Threats of the Industry. (SWOT) b) Develop a TOWS matrix and suggest strategies to promote Tourism in the state.	10	5	6
14	Conduct a thorough evaluation of the Liberalization, Privatization, and Globalization (LPG) policy, taking into account its advantages and disadvantages, and subsequently provide insights into its impact on the Indian economy	10	5	5
15	Evaluate the impact of external factors on BSNL by conducting a PEST analysis. Evaluate the company's strategic position and suggest future courses of action	10	5	5

(2x10=20 marks)
