

MBCP 1004

M.B.A. DEGREE EXAMINATION, JUNE 2024.

First Semester

Common Paper

BUSINESS ENVIRONMENT

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Identify the various dimensions of business environment.
2. State the Impacts of Liberalisation on Business and Industry in India.
3. Explain the elements of professionalism.
4. How do infrastructure facilities boost production?
5. How does investment in human capital contribute to growth?

6. Different types of businesses rely on natural resources as component in the production of goods. Explain with examples.
7. Why Would a Business Want to Become a Multinational Company?
8. Elucidate the role of FDI in capital market.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Review the emergence of corporate social responsibility and its relationship with corporate performance.
10. Illustrate the environmental issues to be considered before using the resource bases of Indian economy.
11. Explain the challenges of social and demographic issues in Indian infrastructure development.
12. Throw light on the new trends developed in Indian corporate behaviour through MNCs of India.
13. Illustrate the role of FDI in the development of Indian economy with examples.
14. Highlight the needs of foreign capital and its impact on trend of Indian industries.

15. Discuss the impact of environment on business and strategic decisions.
16. Discuss the schemes of workers participation so far introduced in India.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study : Compulsory

The first masters' is a leading advertising company in its industry. Recently they had a meeting in which all the reasons which were outside the control of the organisation were discussed. The organisation wanted to maintain its supremacy in the market. They decided to break the meeting into two parts. In the first part customers, competitors, suppliers, etc. were discussed where as in the second part the political, economic, social conditions in the country were discussed. It was concluded that company was doing extremely well in the domestic market and the client base was expanding. However when the company's performance in foreign markets was evaluated it was found that conditions were different in different countries so the strategies adopted would have to be different. After the meeting the company was looking forward to making new gains. Which features of Business Environment have been highlighted in the above case?