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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: I - THEORY EXAMINATION (2023-2024)

Subject: Business Environment

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

1-a. _____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm.(CO1) 1

- (a) Opportunities
- (b) Warning
- (c) Threats
- (d) None of these

1-b. Mixed economic system can suffer from the evil of:(CO2) 1

- (a) Inefficiency
- (b) Corruption
- (c) Black money
- (d) all of these

1-c. Out of the following bodies, this was a predecessor to the World Trade Organisation (WTO).(CO3) 1

- (a) General Agreement on Tariffs and Trade (GATT)
- (b) International Monetary Fund (IMF)
- (c) International Bank for Reconstruction and Development (IBRD)
- (d) None of the above

1-d. The Central monetary policy Authority in India is_____.(CO4) 1

- (a) RBI

(b) Finance Ministry	
(c) Parliament	
(d) Prime Minister	
1-e. Two or more firms come together to create a new business entity that is legally separate and distinct from its parents, it is known as _____.(CO5)	1
(a) Contract manufacturing	
(b) Franchising	
(c) Joint ventures	
(d) Licensing	
2. Attempt all parts:-	
2.a. Differentiate Economic and Non Economic Activities. (CO1)	2
2.b. List the features of an MNC.(CO2)	2
2.c. Explain privatisation. (CO3)	2
2.d. Write short note on monetary policy instruments.(CO4)	2
2.e. Define Tariff and Non tariff barriers.(CO5)	2
SECTION-B	15
3. Answer any <u>three</u> of the following:-	
3-a. State three responsibilities of a company towards its employees.(CO1)	5
3-b. Explain the characteristics of capitalism.(CO2)	5
3-c. Explain 'fiscal reforms' and 'monetary reforms' as per economic change initiated by the Government of India since 1991.(CO3)	5
3-d. "Taxes are considered effective to control inflation". Justify the statement. (CO4)	5
3.e. Point out the advantages and disadvantages of WTO.(CO5)	5
SECTION-C	30
4. Answer any <u>one</u> of the following:-	
4-a. The understanding of business environment is important. Explain with the help of any four points.(CO1)	6
4-b. 'Accent Electronics Ltd.' was operating its business in Malaysia. The company started exporting its products to India when the Prime Minister announced relaxation in import duties on electronic items. The company appointed retailers in India who had direct on-line links to the suppliers to replenish stocks when needed.	6
Identify and explain the dimensions of the business environment discussed in the above case.(CO1)	
5. Answer any <u>one</u> of the following:-	
5-a. Suppose you are the CEO of a fast food restaurant chain. Your company wants to enter India and position itself in the same category as McDonalds, KFC and Pizza Hut. State the factors you will have to keep in mind before entering India. (CO2)	6

- 5-b. Explain various types of cooperative societies.(CO2) 6
6. Answer any one of the following:-
- 6-a. Distinguish between the following 6
- (i) Strategic and Minority sales
- (ii) Bilateral and Multilateral trade
- (iii) Tariff and Non-tariff barriers. (CO3)
- 6-b. Write a short note on GST.(CO3) 6
7. Answer any one of the following:-
- 7-a. Write the distinguishing features of FEMA. Discuss the difference between FERA and FEMA.(CO4) 6
- 7-b. Explain GATT and its agreements.(CO4) 6
8. Answer any one of the following:-
- 8-a. Write an essay on international business environment.(CO5) 6
- 8-b. Explain with examples, the various dimensions of the business environment.(CO5) 6

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