

Printed Page:-

Subject Code:- AMIBA0101

Roll. No:

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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 (2022 - 2023)

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. | Out of the following, this is not a feature of Business environment. (CO1) | 1 |
| | (a) Interrelated Elements | |
| | (b) Dynamics | |
| | (c) Complexity | |
| | (d) Continuous | |
| 1-b. | Under this form of Economic System, people have the right to hold and use private property in any manner. (CO2) | 1 |
| | (a) Capitalism | |
| | (b) Socialism | |
| | (c) Mixed Economy | |
| | (d) None of the above | |
| 1-c. | The process of removing government-imposed limits or impediments is known as: (CO3) | 1 |
| | (a) Trade liberalisation | |

- (b) Affluent commerce
 - (c) Financial investment
 - (d) Liberalisation
- 1-e. The OECD stands for _____. (CO5) 1
- (a) Organisation for Economic Cooperation and Development
 - (b) Organisation for Economic Coordination and Development
 - (c) Organisation for Environmental Cooperation and Development
 - (d) Organisation for Environmental Control and Development
- 1-d. A budget deficit is. (CO4) 1
- (a) Excess of the total expenditure over the total receipts minus interest payments and borrowings
 - (b) Excess of the total expenditure over the total receipts minus borrowings
 - (c) Excess of the revenue expenditure over the revenue receipts
 - (d) Excess of the total expenditure over the total receipts

2. Attempt all parts:-

- 2.a. Differentiate Economic and Non Economic Activities. (CO1) 2
- 2.b. Describe the objectives of public sector in a business. (CO2) 2
- 2.c. Explain privatisation. (CO3) 2
- 2.d. Discuss the main goals of monetary policy. (CO4) 2
- 2.e. Describe the main reason behind international trade. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3.a. Explain Commerce and its significance in modern life. (CO1) 5
- 3.b. Describe a Departmental Undertaking and its implications. Mention the benefits and drawbacks. (CO2) 5
- 3.c. Critically analyse the Industrial Policy of 1948. Do you think soon after independence, government did a good job by framing an industrial policy like that? (CO3) 5
- 3.d. "Taxes are considered effective to control inflation". Justify the statement. (CO4) 5
- 3.e. Discuss the major trends in India's foreign trade. Also list the major products that India trades with other countries. (CO5) 5

SECTION C

30

4. Answer any one of the following:-

4.a. "Understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms." In the light of the statement, explain any four points of importance, of business environment. (CO1) 6

4.b. Social environment of business is important for a business enterprise. Explain. (CO1) 6

5. Answer any one of the following:-

5.a. "Society and culture primarily govern the lifestyle of an individual". Comment. (CO2) 6

5.b. 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

6. Answer any one of the following:-

6.a. RBI had to change its role from the controller to facilitator of the financial sector in India. Explain. (CO3) 6

6.b. Evaluate the positive and negative impacts of LPG policy. (CO3) 6

7. Answer any one of the following:-

7.a. "Multinational corporations have become too powerful in absolute terms as well as relative to governments." Explain. (CO4) 6

7.b. Explain the objectives and main features of FTP 2015-20. Also give its critical evaluation. (CO4) 6

8. Answer any one of the following:-

8.a. Describe the growth retarding effects of Foreign trade on development. (CO5) 6

8.b. Explain various Modes of entering into International Business. (CO5) 6