

**MASTERS OF BUSINESS ADMINISTRATION
FIRST SEMESTER
BUSINESS ENVIRONMENT
MBA – 108**

Duration: 3 Hrs.

Marks: 70

Part : A (Objective) = 20

Part : B (Descriptive) = 50

[PART-B : Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. a. Assess the impact of agricultural sector on Indian economy. 5+5=10
b. Give a brief account of the structure of manufacturing industry of India.
2. Discuss various elements of micro-environment. 10
3. Write short note on: 5+5=10
 - a. Political environment.
 - b. Social environment
4. What is globalization? Why do companies go global? Briefly discuss the process of internationalization. 10
5. a. Discuss the importance of the New Economic Policy, 1991 5+5=10
b. Highlight the significance of the external environment of a business.
6. Analyse the competitive environment of any one: 10
 - a. Iron and steel industry
or
 - b. Cement industry

7. a. Explain the significance of natural resources in the process of economic development. 10
- b. Critically evaluate the role of power and minerals in business
8. a. Discuss the strategic options of international trade. 10
- b. What are the challenges of global trade in the present scenario?

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[PART-A : Objective]

Choose the correct answer from the following :

1×20=20

1. Liberalization means
 - a. Reducing number of reserved industries from 17 to 8
 - b. Liberating the industry, trade and economy from unwanted restrictions
 - c. Opening up of economy to the world by attaining international competitiveness
 - d. Free determination of interest rates
2. When a company taken over another one and clearly becomes the new owner, the action is called
 - a. Merger
 - b. Acquisition
 - c. Joint Venture
 - d. Franchising
3. Which among the following is not opened for private sector participation in India
 - a. Power sector
 - b. Telecommunication sector
 - c. Education sector
 - d. Railways
4. What does the PPP initiative refer to?
 - a. Public Private Partnerships
 - b. Public Policy Papers
 - c. Private Procurement Production
 - d. Personal Production Proposals
5. When was economic reforms programme introduced in India?
 - a. 1994
 - b. 1939
 - c. 1981
 - d. 1991
6. Which environment include 'government regulations and rules'?
 - a. Legal environment
 - b. Political environment
 - c. Social environment
 - d. None of these
7. People in urban areas are extensively using organic food, bottled water and food supplements. Identify the environmental dimension.
 - a. Technological environment
 - b. Legal environment
 - c. Social environment
 - d. Political environment
8. Identify the environment factor which requires that advertisement of baby food must inform the potential buyers that mother's milk is best .
 - a. Technological environment
 - b. Legal environment
 - c. Political environment
 - d. Social environment
9. Which of the following indicates the importance of business environment?
 - a. Improvement of performances
 - b. Identification
 - c. Coping with rapid changes
 - d. All of the above
10. The performance of business in the private sector is conventionally measured in terms of:
 - a. The salaries of members of Boards of Directors
 - b. Profitability
 - c. Number of employees
 - d. Customer satisfaction
11. To tackle the problem of recession, RBI has allowed the commercial banks to reduce the rate of interest on the loans. Identify the environmental dimension?
 - a. Legal environment
 - b. Social environment
 - c. Political environment
 - d. Economic environment
12. Colour television wiped out the market for black and white television. Identify the environmental dimension.
 - a. Political environment
 - b. Technological environment
 - c. Legal environment
 - d. Social environment
13. Which of the following is an example of social environment?
 - a. Money supply in economics
 - b. Composition of family
 - c. The constitution of the country
 - d. Consumer Protection Act

UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



[PART (A) : OBJECTIVE]

Duration : 20 Minutes

Serial no. of the
main Answer sheet

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- 14. Just after declaration of Lok Sabha Elections 2009 results, the BSE's price index Sensex rose by 2,100 points. Identify the environmental factor which led to the rise ?
 - a. Social environment
 - b. Economic environment
 - c. Legal environment
 - d. Political environment
- 15. In the PEST framework for environmental analysis what does the letter E stand for?
 - a. Ethical
 - b. Ecological
 - c. Educational
 - d. Economic
- 16. Which one of the following is not a 'renewable' energy source?
 - a. Solar
 - b. Coal
 - c. Wave
 - d. Wind
- 17. Passing of Companies Act 2013 is a component of which environment ?
 - a. Political environment
 - b. Social environment
 - c. Legal environment
 - d. None of these
- 18. ____ is a statement Which derives the role that an organisation plays in a society.
 - a. Goals
 - b. Mission
 - c. Objective
 - d. Success
- 19. Which of the following does not form part of an organisation's micro-environment?
 - a. Intermediaries
 - b. Customers
 - c. Statute legislation
 - d. Suppliers
- 20. This is the Govt.'s strategy in respect of public expenditure and revenue which have a significant Impact on business.
 - a. Monetary policy
 - b. Fiscal Policy
 - c. Trade policy
 - d. Foreign exchange policy

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Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2017-18 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature