**Roll No.** ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

**Total No. of Questions : 15**

**MBA / MBA(IB) (2012 & Onward) (Sem.–2)**

# BUSINESS ENVIRONMENT

**Subject Code : MBA-201**

**Paper ID : [C0246]**

**Time : 3 Hrs.** **Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
2. **SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
3. **SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

## SECTION-A

**Explain :**

1. Internal Environment
2. FTP.
3. Inflation
4. Liberalization.
5. SEZ.
6. EOU.

## SECTION-B

### UNIT-I

7. "*There has been emerging paradigms in the Indian business environment which requires innovative techniques to scan it*". Do you agree with the statement, if yes or no justify.

8. "*The Business environment in the* 21$^{st}$ *century is diverse and complex*". Explain the statement with relevant reasons and justify with examples.

## UNIT-II

9. Explain the ill effects of recession occurred in India. What were the remedies taken by the government to combat this problem?

10. Discuss the provisions and salient features of Consumer protection Act, 1986.

## UNIT-III

11. Explain the social responsibility of business towards shareholders, employees, government and the community.

12. "*Global warming is a major issue in the environment*". Discuss its remedies vis-à-vis green management.

## UNIT-IV

13. Discuss the arguments for and against the MNC's on the Indian business environment.

14. "*The whole world has become a small village due to globalization*". Discuss the statement with the favorable aspects of globalization.

## SECTION-C

15. **Case Study :**

Corporate Social Responsibility (CSR) means businesses and organizations working responsibly and contributing positively to the communities they operate in. It involves working with employees, their families, the local community and society at large to improve their quality of life. Companies that operate in a socially responsible way strengthen their reputations. Suppose a network marketing company want to operate as an organization which gives a clearer picture of the contribution it can make to help children in need across the globe. The company's vision is to help people live better lives. It does this every day by providing a low-cost low-risk business opportunity based on selling quality products.

***Question :***

As a business head of this company what strategies would you follow?