

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fourth Trimester Examination September 2015

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|-----------------------------------|---|-----------------|-------------------|
| Subject | Business Environment [Common Subject For All Specialization] | | |
| Roll No. | | Marks | 60 Marks |
| Total No. of Questions | 7 | Duration | 3 Hours |
| Total No. of printed pages | 1 | Date | 23.09.2015 |

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What is Business environment? What is the importance of its study?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Internal Environment?
- b) What is External Environment?
- c) Why does an organization need to study the internal and external environment?

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is political environment?
- b) How does political environment influence business policy?
- c) Write a note on the political environment of our country.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by the economic environment?
- b) How does the economic environment influence business decisions?
- c) What is the present economic environment of our country?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What do you understand by social environment?
- b) What do you understand by business ethics?
- c) Importance of ethical practices in an organization. Discuss.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What role does technology play in business environment?
- b) Is technology making organizations more competitive?
- c) How is technology affecting competition in India?

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Short notes

- a) Globalization
- b) Public Sector Enterprises
- c) International business environment