

VPM's
DR VN BRIMS, Thane
Programme: MMS (2023-25)
Second Semester Regular Examination April 2024

Course Name:	Business Environment	Course Code	C 208
Roll No.		Marks	60
Total No. of Questions	6	Duration	3 Hours
Total No. of printed pages	2	Date	24 - 4 - 2024

Course Outcome Statements:

CO1: Recall the key concepts of the Business Environment.

CO2: Explain the Political, Economic, Sociological, and Legal Environmental scope of an organization.

CO3: Make Use of contemporary examples to explain the impact of the macro-environment on business operations.

CO4: Analyse issues and factors responsible for the internal and external business environment.

CO5: Determine the internal strengths and weaknesses of specific businesses and their interrelationship with external macro factors.

Instructions: -

Q. No 1 (All Questions are Compulsory)		Marks	BL	CO
Q. No.	Questions			
Q. 1	Case/Case-let Study			
	<p>a. Tata Consultancy Services Limited (TCS) is an Indian <u>multinational information technology (IT) services and consulting</u> company headquartered in <u>Mumbai</u>. It is a part of the <u>Tata Group</u> and operates in 150 locations across 46 countries. In September 2023, it was reported that TCS had over 616,000 employees worldwide. TCS is the second-largest <u>Indian company by market capitalization</u>, the most valuable IT service brands worldwide, and the top <u>Big Tech (India)</u> company. As of June 2023, it was the world's second-largest user of U.S. <u>H-1B visas</u>. As of 2021, it was ranked seventh on the <u>Fortune India 500</u> list. In September 2021, TCS recorded a market capitalization of US\$200 billion, making it the first Indian IT tech company to do so. In 2016–2017, parent company <u>Tata Sons</u> owned 72.05% of TCS and more than 70% of Tata Sons' <u>dividends</u> were generated by TCS.</p> <p>Examine the factors contributing to Tata Consultancy Services Limited's (TCS) sustained growth and dominance in the global IT services and consulting industry</p>	6	Level 4	CO4
	<p>b. Appraise the characteristics of the Indian Business keeping example of above company.</p>	6	Level 5	CO5
Q. 2	Answer Any one from the following.			
	a. Appraise Micro External factors influencing Business.	6	Level 5	CO5
	b. Appraise any four Economic Factors influencing Business.	6	Level 5	CO5
Q. 3	Answer Any one from the following.			
	a. Examine Major decisions taken in the Industrial policy of 1991	6	Level 4	CO4
	b. Examine New industrial policy as game changer in Indian Business.	6	Level 4	CO4

Q. 4		Answer Any two from the following.			
	a.	Identify different types of inflation and describe them in your words.	6	Level 3	CO3
	b.	Identify impact of inflation on different sections of the society.	6	Level 3	CO3
	c.	Select any two quantitative credit control tools to control inflation.	6	Level 3	CO3
Q. 5		Answer Any two from the following.			
	a.	Explain responsibilities of Business towards Government.	6	Level 2	CO2
	b.	Explain the political environment of India.	6	Level 2	CO2
	c.	Explain culture and its impact on Indian business.	6	Level 2	CO2
Q. 6		Answer Any two from the following.			
	a.	Define National income. Recall and describe any three National income concepts.	6	Level 1	CO1
	b.	Show the circular flow of National Income with the help of diagram for three sector economy.	6	Level 1	CO1
	c.	List any four difficulties in the estimation of National Income.	6	Level 1	CO1