

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2016-18)**  
**PGDM Trimester IV Examination September 2017**

<b>Subject</b>	<b>Business Environment (Common Subject for All)</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>6</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>23.09.2017</b>

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

**Q1) CASE STUDY .....20 Marks (Compulsory)**

**Popularizing Yoga**

Mr. . Ram Kumar recently retired from Board of Directorship from one of the leading Multinational Organization. A sports man and Yoga enthusiast, Mr. Ram Kumar is leading a vigorous and active life.

Mr. Kumar has been planning to start a business of his own after his retirement for a long time .He had always felt concerned about the low standards of physical fitness and poor quality of Food of an Average Indian. During his overseas Business trips, he saw that the foreigners were well organized in Fitness.

Mr. Kumar was of the opinion that, Indian traditional system, YOGA would offer a good Business Opportunity. , besides fulfilling an important need of the society at Large. More Importantly. He also wanted to take advantage of the Govt . Of India's initiative to popularize Yoga in India and abroad.

Mr. Kumar in planning to establish Yoga centers In one of the Metro city in India. He is ready to settle anywhere and start this activity at a place which offers a high potential of business. He would initially cater to the needs of company executives / Businessmen and Housewives. He would later extend the scope of this venture to include students too. He is optimistic that with the hectic lifestyle of present day business executives (men and women) , and the growing consciousness about good health , he would be able to attract a substantial clientele .

He is, however aware of the Financial investment required for this project and would like to be careful before taking any long-term decision in this regard. He would like to estimate the possible demand for this type of service and an indication of financial returns that he can expect.

**Question**

Suggest a step by step procedure to estimate the market demand for this type of activity and also peoples attitude towards the Idea.

**Attempt Any FOUR from the Remaining FIVE Questions**

Q2) what role does technology play in Business Environment?? How does technology affecting competition In India? Explain with suitable Example .....10 marks

Q3) Explain in detail,

What is a Business Environment?

What are the Non-Economic Factors .....10 marks?

**Q4) Write Short Notes, Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

a) GST

b) WTO

c) Private Sector companies

Q5) what is CSR? Explain its significance with suitable examples from Indian corporate world. ....10 Marks

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

- a) Imports and exports of India
- b) Trade Policy in India
- c) Fiscal System