

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19)
Fourth Trimester Examination July - October 2018

Subject	Business Environment (Common Subject for All Streams)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	24.09.2018

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

Q1) CASE

On 8 November 2016, the Government of India announced the demonetization making all Rs.500 and Rs. 1,000 banknotes of the Mahatma Gandhi Series invalid past midnight. The government claimed that the action would curtail the use of illicit and counterfeit cash to fund illegal activity and terrorism. The BSE SENSEX and NIFTY 50 stock indices fell over 6 percent on the day after the announcement. The decision was heavily criticised by members of the opposition parties, leading to debates in both houses of parliament and triggering organised protests against the government in several places across India. People seeking to exchange their bank notes had to stand in lengthy queues, and several deaths were linked to the inconveniences caused due to the rush to exchange cash. After demonetization the demand for point of sales (POS) or card swipe machines has increased. An E-payment option like PayTMhas also seen a rise.

In context of the above case:

- Identify and explain the various dimensions of business environment which relate to the above mentioned case.
- List any through two values that the government seeks to promote through demonetization.

Attempt Any FOUR from the Remaining SIX Questions

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

- Define Business and its importance as an organisation
- Describe the scope of Business
- Describe various types of Environments of Business

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

- Describe different approach to Environment scanning
- Discuss various factors affecting business
- What is the importance of Ethics in a business? Describe with examples.

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

- Discuss the role of Management in inculcating workplace ethics
- What re the salient features of Indian Economic Planning
- Differentiate between domestic production subsidies and export subsidies, giving examples.

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

- What is the role of Public Sector in economic development of India?
- Define and state the importance of Fiscal policy with its objectives
- Define and Explain the meaning, objectives of Monetary policy

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

- Define Globalization, its role, benefits and impacts. Give suitable examples
- What are the merits and demerits of Import and Export?
- Explain the significance and types of foreign investment?

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

- What are the alternative modes of Market entry? Discuss.
- What are the various methods to raise funds in Primary Market? Explain.
- Explain Money market Instruments