

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2018-20)
Fourth Trimester Examination July - October 2019

Subject	Business Environment (Common Subject For All)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	29/09/2019

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

Q1) CASE

Businesses do not operate in isolation. They are constantly faced with internal and external factors that impact on the dynamics of their operations.

Monitoring the external environment is vital to identify changes that could affect the business operations. Being able to address and adapt to these changes ensures the longer term survival of the business. Logica is an innovative IT services organization that brings people, business and technologies together. Logica employs more than 41,000 people and has clients around the world in a variety of industries including automotive, oil and gas and manufacturing. Logica's services aim to add value for clients through, for example, improving efficiency and productivity or reducing waste.

Question: Which technique is suitable in environment scanning to provide innovative solution to the customer and what strategies should be adopted by the company in order to face the challenges?

Attempt Any FOUR from the Remaining SIX Questions

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

- a) **What is the meaning of Business Environment? Explain types of business environment**
- b) **Explain various economic sectors with appropriate examples**
- c) **What do you understand by macro-environment and what are the forces affecting organisations?**

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

- a) **Explain Government's role in Industry competition**
- b) **Discuss values and its importance in Business**
- c) **How does Business Ethics act as Competitive Advantage for Companies in the Globalization Era?**

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

- a) **What is economic planning and what are its essential objectives?**
- b) **What was achieved in the eighth five year plan?**
- c) **What is a subsidy and why subsidies are given? Explain with examples**

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

- a) Define public enterprise and discuss its objectives.**
- b) Explain different ways of privatisation**
- c) What is disinvestment and discuss the various criteria of disinvestment**

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

- a) Explain globalization and what does it involve? Explain**
- b) Explain the classification of Financial institutions**
- c) Discuss Balance of Trade with suitable examples**

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

- a) Explain with examples the cases for and against free trade**
- b) Monetary policy is a tool to control inflation. Justify the statement**
- c) Why business environment is scanned and what are the different techniques to scan the environment**