

UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES

MID SEMESTER EXAMINATIONS- MBA (SECTORAL MANAGEMENT) –
2 SEM-MAY, 2021

IMPORTANT INSTRUCTIONS:

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) **Select the Relevant Question Paper as per your Sectoral Area of Study/Functional Area**
- 4) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 5) Maximum Number of pages in Answer Sheet are 16.
- 6) Timing of Examinations are 10.00 a.m. to 12.00 p.m.
- 7) Attempt Questions as per instruction in the question paper. ALL Questions carry Equal Marks
- 8) **YOU ARE REQUIRED TO ATTEMPT THE ANSWERS IN YOUR OWN HANDWRITING IN BLUE/BLEU BLACK PEN.**
- 9) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 10) The candidate will be required to **submit a single PDF file of his/her answer sheet** from their registered email address to the **NEW GOOGLE FORM** link <https://forms.gle/U7b4ZJhXLKtzJLoK9> within 90 minutes from completion of examination till 1.30 p.m. (for Morning Session exam.) on the day of examination.
- 11) The candidate will be required to **submit his/her attendance** on the Google Form link <https://forms.gle/82VjXp8FBGT9rnuWA> upto 10.30 a.m. (Morning session exam.) on the day of examination.

**UNIVERSITY INSTITUTE OF APPLIED MANAGEMENT SCIENCES
PANJAB UNIVERSITY CHANDIGARH**

**MID TERM EXAMINATION OF MBA 2ND SEMESTER, MAY 2021
ALL SECTORS**

PAPER TITLE: BUSINESS ENVIRONMENT

PAPER CODE: MBA 2001

MAX. MARKS:15

TIME: 2 HOURS

Note: Attempt any 3 questions out of 5. All questions carry equal marks.

1. Read the paragraph given below and answer the questions following the paragraph analytically.
XYZ Ltd. is a leader in technology innovation in the US market, creating products and solutions for connecting the world. Its research and development team invented the first smart watch, named as QT-6. The watch besides showing the time, also monitors few health parameters like oxygen saturation, heartbeat, blood pressure etc. While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India. It set up its office in City G with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers.
 - i. In the above paragraph, two major concepts related to government policy have been discussed. Identify and explain these concepts.
 - ii. Also, explain briefly any three impacts of these concepts on Indian business and industry.
2. Identify the dimensions of business environment in the following cases. Also give brief explanation as to how each factor you identified affects the business environment of the concerned entity. (Answer **any five** of the following)
 - i. Hand-woven carpets are banned in some European countries as they think there can be involvement of child labour in the manufacturing of these carpets. Products produced through the involvement of child labour are banned in these countries.
 - ii. With the winning of a new party in a particular country an automobile company has decided to take back its plan of opening 15 plants in that country.
 - iii. In the month of October a greeting card manufacturing company has decided to increase its scale of production of New Year Greeting Cards.
 - iv. A chocolate making company has decided to make more sweetened chocolates for people living in a particular country.
 - v. A super bike producing company has decided to withdraw its earlier proposal of opening 10 new plants in a country as it finds the per capita income of that country too low to purchase its bikes in large numbers.
 - vi. Advertising of a particular brand is taken back as it is expected to hurt the sentiments of a particular section of society. The company takes this decision on a conscientious level.
3. What is the significance of Environmental Scanning in business environment? Use any one environmental scanning technique to a company of your sector (Retail/Banking & Insurance/ Telecommunication & IT / Infrastructure / Pharmaceutical/Hospital and Capital Markets).
4. Is it ethically right or wrong for U.S. Tobacco firms to market cigarettes in developing countries? Please explain.
5. What is meant by disinvestment? Discuss its significance in the Indian Business environment.