

IMBA CSM Sem.-4 Examination**CSM_BBA_CC-205****BE****Time : 2-30 Hours]****May-2025****[Max. Marks : 70****Question 1 Answer the following questions:**

- i. Define business environment. Discuss the various types of business environment and explain their influence on strategic management decisions. 7Marks
- ii. Explain the nature, scope, and objectives of business. How do these elements contribute to the overall functioning and growth of a business enterprise? 7Marks

OR

- i. What is environmental analysis in the context of business? Describe its key steps and explain how it helps in strategic decision-making. 7Marks
- ii. What is environmental forecasting? Discuss its types, techniques, importance, and limitations in modern business planning. 7Marks

Question 2 Answer the following questions:

- i. Discuss the components of the economic and political environment. How do they influence business decisions and operations in a developing economy like India? 7Marks
- ii. Explain the significance of the legal and technological environment in shaping modern business practices. Provide relevant examples to support your answer. 7Marks

OR

- i. What is the demographic and societal environment in business? How do changes in these environments affect market strategies and product planning? 7Marks
- ii. Define corporate governance. How is it related to the social responsibility of business? Discuss with reference to ethical business practices and stakeholder interests. 7Marks

Question 3 Answer the following questions:

- i. What are industrial policies? Trace the evolution of India's industrial policies with special reference to the Industrial Policy of 1991 and its impact on liberalization. 7Marks
- ii. Distinguish between the public, private, joint, and cooperative sectors of the Indian economy. Discuss the role and significance of each in the process of industrial development. 7Marks

OR*(P.T.O)*

- i. Define Micro, Small, and Medium Enterprises (MSMEs). What are the criteria for classification and what role do MSMEs play in employment generation and economic growth in India? 7Marks
- ii. Discuss the key challenges faced by the MSME sector in India. Suggest policy measures and government initiatives aimed at promoting the growth of this sector. 7Marks

Questions 4 Answer the following questions:

- i. Define globalisation. What are its main objectives, and how has globalisation impacted the Indian economy in terms of trade, investment, and industry? 7Marks
- ii. Critically evaluate the role of GATT in promoting global trade. How did the transition from GATT to WTO affect India's trade policies and international position? 7Marks

OR

- i. What are Multinational Corporations (MNCs)? Discuss their role in international investments and analyze both the positive and negative impacts of MNCs on host countries. 7Marks
- ii. Explain the importance of the Foreign Exchange Management Act (FEMA) in regulating foreign trade and investments. How does FEMA differ from its predecessor FERA in terms of objectives and approach? 7Marks

Questions 5: Attempt any Seven out of Twelve.

14 Marks

- The Industrial Policy of 1991 in India marked the beginning of _____ and liberalization.
A) Nationalization B) Privatization C) Bureaucratization D) Centralization
- The organization that preceded the WTO was _____.
A) IMF B) ITO C) GATT D) UNCTAD
- _____ sector includes industries owned and operated by the government.
- The objective of globalization is to integrate the domestic economy with the _____ economy.
A) rural B) national C) global D) industrial
- WTO was established in the year _____.
- The legal framework for foreign exchange regulation in India is provided by _____.
- MSMEs are classified into micro, small, and medium based on their _____ and turnover.
A) Capital B) Number Of Employees C) Investment D) Productivity
- Multinational corporations are also known as _____ companies.

9. _____ refers to the obligation of businesses to contribute to the welfare of society.
A) Profit maximization B) Corporate policy C) Social responsibility D) Industrial obligation
- 10 The _____ environment includes laws, rules, and regulations affecting business operations.
A) economic B) legal C) technological D) cultural
- 11 Joint sector industries are owned and managed jointly by the government and _____ sector.
- 12 One of the primary objectives of WTO is to promote _____ trade among member nations.
A) limited B) domestic C) free D) regional

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