Roll No…………………….. **Total No. of Printed Pages: [02]**

Total No. of Questions: [09]

BBA-MBA Integrated (Semester – 5th)

BUSINESS ENVIRONMENT

Subject Code: BMBAS1501

Paper ID: [20390125]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a) Define business environment in two sentences.
b) What are the components of the micro-environment in business?
c) Explain the concept of PESTEL analysis briefly.
d) How does political stability affect the business environment?
e) Name two factors that fall under the category of technological environment.
f) What is the significance of economic factors in shaping the business environment?
g) Differentiate between internal and external business environment factors.
h) Briefly discuss the impact of cultural factors on businesses.
i) Why is it important for businesses to adapt to changes in the competitive environment?
j) Explain the role of legal factors in influencing business operations.

.

Section – B **(5 marks each)**

Q2. Discuss the interplay between globalization and the business environment, highlighting both opportunities and challenges it presents for businesses.

Q3. Evaluate the impact of technological advancements such as artificial intelligence and automation on the business environment, considering implications for employment, productivity, and market dynamics.

Q4. Analyze how changing consumer preferences and trends influence the business environment, providing examples of industries or companies that have successfully adapted to evolving consumer demands.

Q5. Compare and contrast the advantages and disadvantages of a stable political environment versus a volatile political environment for businesses, considering factors such as regulatory stability, investment climate, and market predictability.

Q6. Assess the role of corporate social responsibility (CSR) in shaping the contemporary business environment, examining how CSR initiatives impact stakeholders, brand reputation, and long-term sustainability.

.

Section – C **(10 marks each)**

Q7. How does macroeconomic policy, including fiscal and monetary measures, influence the business environment at both national and international levels? Provide examples of how changes in interest rates, taxation policies, and government spending impact businesses across different industries.

Q8. Investigate the concept of sustainability in the business environment, exploring the challenges and opportunities it presents for organizations in terms of resource management, environmental stewardship, and stakeholder engagement. Discuss strategies that businesses can adopt to integrate sustainability principles into their operations while maintaining competitiveness and profitability.

Q9. Analyze the role of ethics and corporate governance in shaping the business environment, considering the impact of ethical decision-making on organizational culture, reputation, and stakeholder trust. Discuss the responsibilities of businesses towards various stakeholders, and evaluate the effectiveness of regulatory frameworks and industry standards in promoting ethical behaviour and accountability.

.