



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1ST SEMESTER MBA (BATCH 2020-22)

CLASS TEST - I

Business Environment & Ethics (18 MBA 109)

Total Marks : 30

Time: 1½ Hours

Q.1 Short Answer Type Questions (Answer all)

(1x10)

- A. With help of an example explain how political environment effect business decision.
- B. What do you understand by LPG?
- C. What do you understand by MRTP/Competition Commission of India CCI?
- D. Give one example of any company which has failed or suffered losses due to lack of understanding of Business Environment. Also state the reason.
- E. Give two internal environment factors with example.
- F. Looking at the following sentences identify which is a threat?
 - I. New market opened up
 - II. Poor staff training
 - III. Negative publicity
 - IV. Expansion of business to overseas

Q.2. Short Answer Type Questions (Answer any three)

(3x3=9)

- A. State at least four reasons of studying Business Environment from an organizations point of view.
- B. Find out forecasted sales for 2021 using three year moving average method. Actual Sales for 2017- 145 cr, 2018- 120 cr, 2019- 150 cr, 2020- 140 cr.
- C. What do you understand by PESTLE Analysis? Explain.
- D. Prepare SWOT analysis for BIITM give two points under each section.
- E. With few examples elaborate how technological environment can effect business?

Q.3. Long Answer Type Questions (Answer any two)

(7.5x2=15)

- A. A court on Tuesday imposed a fine of 4.5 million rupees (\$70,000) on Nestle India in a 2015 case for selling substandard instant noodles after a laboratory test found high ash content in its popular Maggi brand. The court also slapped a 2.6 million rupee fine on the distributors of Nestle India, a unit of packaged food giant Nestle. The case against the Swiss food firm's India unit is one of several filed by regulators after they found excess lead, ash, and monosodium glutamate (MSG), a flavour enhancer, in different samples of Maggi noodles seized in Uttar Pradesh between 2015 and 2016. Maggi, Nestle India's single-largest revenue earner, was banned in June 2015 for six months across India on allegations that it contained chemicals beyond prescribed limits. The company had to recall 38,000 tonnes of Maggi noodles from millions of retail shelves and destroy them. The ban was relaxed in November 2015.

State the problem which above mentioned MNC faced and from business environment point of view where company went wrong and what your suggestions to other competitor companies.

- B. Considering growing demand of Electric Vehicles (EV) prepare a SWOT analysis for automobile industry with respect to INDIA.
- C. Explain the qualitative methods of forecasting in detail. Also explain which qualitative technique will be best for forecasting as far as industrial products are concerned.



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Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Answer all the questions [10x1=10]

1. What is business environment?
2. What are market intermediaries? How does it influence business?
3. Exemplify the role of economic forces in influencing the business environment.
4. How has technology changed the way we conduct business?
5. What do you mean by ETOP analysis?
6. What is non-economic environment of a business?
7. How do forecasting influences business?
8. What is disinvestment?
9. What are three major components of the New Economic Policy?
10. What is the impact of demographic forces on business?

II. Short notes (Answer any two) [2x5=10]

1. Apply SWOT analysis to Air India.
2. Impact of globalization in retail sector in India.
3. Socio-cultural forces and its impact on business.

III. Long questions (Answer any one) [1x10=10]

1. What is business environment? Why is it important for a manager to stay in tune with this environment? Explain the major components of business environment in India?
2. The New Economic Policy of 1991 has brought about far reaching changes in the policy towards industries and strategy of development. Critically examine this statement.
