

13.2.2017

VCD **FYBMS BUSINESS ENVT SEM II ATKT EXAM** 75 MARKS 2 1/2 HOURS

Note: All questions are compulsory.

All questions carry equal marks.

Q.1 Answer Any 2 (7.5 marks each) (15)

- Explain the internal factors affecting Business Environment.
- Explain the types of Business.
- Explain the Scope of Business with reference to Industry.

Q.2 Answer Any 2 (7.5 marks each) (15)

- Explain the challenges faced by Indian Economy.
- Give a short note on Private Sector.
- Explain the role of government in business.

Q.3 Answer Any 2 (7.5 marks each) (15)

- Explain the social responsibility of business towards different stakeholders.
- Explain briefly Michael Porter's 5 Forces Analysis.
- Explain the Arguments against Social Responsibility of business.

Q.4 Answer Any 2 (7.5 marks each) (15)

- What do you mean by Globalization? Explain its Features.
- What are the pros and cons of WTO?
- Explain the Investment opportunities in different states of India.

Q.5 Case Study: (15)

Mr. Ashok, a post graduate in commerce owns a small tea and coffee shop near Bandra station. He not only serves tea and coffee to customers who visit his shop but also delivers with the help of 2 under 14 boys to nearby shops in the market and schools. The rapid increase in customer incomes and changing lifestyles has drawn the attention of Mr. Ashok to setting up a tea and coffee retail chain in western suburbs of Mumbai. He understands that along with huge capital there is a need for a changed business philosophy also and he is ready for it.

Questions:

- Identify the function and scope of business which Mr. Ashok is currently practicing at his small Tea and Coffee shop.
- What according to you would be his current business philosophy?