Program:	**F.Y.B.Com (MS)**	**Semester:**	**I**	**Program Code:**	**UGMS02**
Course:	**Business Environment**			**Course Code:**	**NUMS102**
Duration:	**1 Hour**	**Examination Pattern:**	**NEP-Autonomous- External**	**Max. Marks:**	**30**

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the following.**					**[10]**	**CO's**	**KL's**
	(a)	**Read the following case study and answer the following questions:** Smart Tech Electronics Ltd. manufactures smartphones and other electronic devices. The government has introduced new policies encouraging domestic manufacturing and has increased certain import duties on electronic components. Consumers are increasingly demanding technologically advanced and energy-efficient products and prefer purchasing through e-commerce platforms. New competitors have entered the market with innovative products and competitive prices. However, rising production costs and reduced consumer spending due to inflation have created challenges for the company. The management has decided to analyse the business environment to identify the opportunities and threats affecting the business.					**[05]**	**CO1, CO2**	**L3, L4**
		I	Identify any four elements of the business environment mentioned in the case.						
		II	Explain how government policies have affected Smart Tech Electronics Ltd.						
		III	Identify two opportunities and two threats faced by the company.						
		IV	Why is business environment analysis important for Smart Tech Electronics Ltd.?						
		V	Suggest three strategies the company can adopt to respond to the changing business environment.						
	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**					**[05]**		
		I	What does WTO do when two countries have a trade disagreement?					**CO1, CO2, CO3**	**L1, L2**
			a.	Provides a system to help settle the dispute	**b.**	Stops all trade			
			c.	Closes both countries	**d.**	Provides loans			
		II	MNCs bring _____ technology to host countries.						
			a.	old	**b.**	modern			
			c.	unused	**d.**	traditional only			
		III	_____ means the production side of business.						
			a.	Commerce	**b.**	Industry			
			c.	Trade	**d.**	Business			
		IV	Poultry farming is an example of:						
			a.	Genetic Industry	**b.**	Extractive Industry			
			c.	Manufacturing Industry	**d.**	Construction Industry			

		v	When was the WTO created?					
			a.	1947	b.	1985		
			c.	1995	d.	2005		
Q. 2		**Attempt the following.**						
	(a)	Describe the major components of the business environment.					[10]	CO1	L2
		OR							
	(b)	Summaries the importance of business environment analysis.					[10]	CO1	L2
Q. 3		**Attempt the following.**							
	(a)	Analyse the merits and demerits of MNCs.					[10]	CO3	L3
		OR							
	(b)	A country faces a trade dispute with another country over restrictions on its exports. How can the WTO help resolve this issue? Explain the relevant role/function of the WTO.					[10]	CO3	L3

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