

**Duration: 2 Hours****Marks: 50****NOTE: - 1. All Questions are compulsory (10 marks each).****2. Figures to the right indicate full marks.****Q1. Case Study Analysis****10 Marks**

GreenTech Solutions is a startup founded in 2022, focusing on providing eco-friendly products, such as energy-efficient home appliances and solar power solutions. The company's mission is to help individuals and businesses reduce their carbon footprint by promoting sustainable living. While the company has gained attention for its environmentally friendly products, it faces challenges in the highly competitive green technology market.

The growing trend of environmental awareness and the push for sustainable practices have benefited GreenTech Solutions, as consumers and businesses increasingly seek to adopt energy-saving technologies. However, GreenTech Solutions faces pressure due to rising raw material costs, the complex regulatory environment for green products, and intense competition from established companies in the green tech industry.

In 2024, the company decided to expand its product line by offering solar-powered chargers and home batteries to help consumers store and optimize energy usage. However, despite strong interest, the company struggles to make a significant profit due to high manufacturing costs and challenges in reaching the right target market.

Q1. Analyse the above Case study

Q2. How do rising raw material costs and inflation affect GreenTech Solutions' profitability and pricing strategy?

Q3. How do societal trends toward environmental sustainability and green living influence consumer behavior, and how can GreenTech Solutions capitalize on these trends?

Q4. What are the primary challenges GreenTech Solutions faces in competing with larger, established companies in the green tech industry.

Q5. What strategies can GreenTech Solutions adopt to overcome the challenges of high manufacturing costs and competition, and improve its profitability and market reach?

Q2. Answer the following (Any One)

**10 Marks**

A. Define Business Environment and Explain it's Features

**OR**

B. Explain Difference between Internal and External Environment

Q3. Answer the following (Any One)

**10 Marks**

A. Elaborate on Financial Environment of Business.

**OR**

B. Write a brief note on Exchange Rate Management.

Q4. Answer the following (Any One)

**10 Marks**

A. Explain Functions of WTO

**OR**

B. Explain Role of Government in Environment Regulations

Q5. Answer the following (Any One)

**10 Marks**

A. Explain the Role of AI in Business

**OR**

B. Write a Brief note on Consumerism.

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