

NEP - Semester End Examination – October 2025

Program:	F.Y.B.COM (SEM I)	Course:	INTRODUCTION TO BUSINESS
Program Code:	UGCOM01	Course Code:	NUCMJ01

Duration: 2 Hours Max. Marks: 60

Instructions:

1. Question number 1 is compulsory and any 3 from 2 to 6.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	Analise the case and answer the questions that are followed.	[15]	Course Outcome	Knowledge Level
	<p>Zenith Electronics, a mid-sized consumer electronics company, has been successful for over two decades, known for its quality televisions and home appliances. However, in recent years, the company has faced several strategic challenges:</p> <ul style="list-style-type: none"> • Changing Market Trends: Customers are shifting toward smart devices and IoT-enabled products, while Zenith still relies heavily on traditional models. • Intense Competition: Global brands with advanced technology and aggressive pricing are capturing Zenith's market share. • Innovation Gap: Zenith invests less in R&D compared to its competitors, leading to slower product upgrades. • Distribution Issues: While Zenith depends mostly on physical retail outlets, many competitors are expanding aggressively into online channels. <p>The management now faces a strategic dilemma: Should Zenith differentiate through innovation, compete on cost efficiency, or diversify into new product categories to regain its competitive edge?</p>			
(a)	What are the key strategic challenges faced by Zenith Electronics?	03	CO1	1.1
(b)	Suggest possible strategic options Zenith Electronics can adopt to regain its competitiveness.	03	CO2	L3
(c)	Analyze how aligning business strategy with changing consumer trends can ensure long-term sustainability.	04	CO3	L3
Q. 2	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
(a)	Discuss the meaning of business. Explain its importance to the society		CO1	L3
(b)	Distinguish between traditional and modern concept of business		CO1	L1
(c)	Bring out economic objectives of business.		CO1	L2

Q. 3	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Specify the importance of business environment.		CO2	L1 – L2
	(b) Elucidate the internal components of business environment.		CO2	L1 – L2
	(c) Discuss the impact of educational environment on business,		CO2	L1 – L2
Q. 4	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Explain the steps in business planning.		CO3	L2
	(b) Describe the importance of the project report to government agencies		CO3	L4
	(c) What are the factors influencing business location?		CO3	L2
Q. 5	Attempt any TWO of the following.	[15]	Course Outcome	Knowledge Level
	(a) Describe the key trends in business strategy.		CO4	L2
	(b) Discuss the positive and negative impact of globalisation.		CO4	L3
	(c) Suggest the stages of the turnaround strategy		CO4	L2
Q. 6	Explain any five concepts	[15]	Course Outcome	Knowledge Level
	(a) Liberalisation		CO1	1.1
	(b) Trade		CO1	1.1
	(c) SWOT Analysis		CO1	1.1
	(d) International environment		CO1	1.1
	(e) WTO		CO1	1.1
	(f) Seed Capital scheme		CO1	1.1

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