

## NEP - Semester End Examination – October 2025

Program: F.Y.B.COM (SEM I) Course: INTRODUCTION TO BUSINESS  
 Program Code: UGCOM01 Course Code: NUCM101

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	Analyse the case and answer the questions that are followed.	[15]	Course Outcome	Knowledge Level
	<p><b>Zenith Electronics</b>, a mid-sized consumer electronics company, has been successful for over two decades, known for its <b>quality televisions and home appliances</b>. However, in recent years, the company has faced several <b>strategic challenges</b>:</p> <ul style="list-style-type: none"> <li>• <b>Changing Market Trends</b>: Customers are shifting toward <b>smart devices and IoT-enabled products</b>, while Zenith still relies heavily on traditional models.</li> <li>• <b>Intense Competition</b>: Global brands with advanced technology and aggressive pricing are capturing Zenith's market share.</li> <li>• <b>Innovation Gap</b>: Zenith invests less in R&amp;D compared to its competitors, leading to slower product upgrades.</li> <li>• <b>Distribution Issues</b>: While Zenith depends mostly on physical retail outlets, many competitors are expanding aggressively into <b>online channels</b>.</li> </ul> <p>The management now faces a <b>strategic dilemma</b>: Should Zenith <b>differentiate through innovation, compete on cost efficiency, or diversify into new product categories</b> to regain its competitive edge?</p>			
(a)	What are the key strategic challenges faced by Zenith Electronics?	03	CO1	L1
(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

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

-- X -- X --