

**NEP - Semester End Examination – October 2025**

Program:	<u>FYB.COM (MS)</u>	Course:	<u>BUSINESS ENVIRONMENT</u>
Program Code:	<u>UGMS02</u>	Course Code:	<u>NUMS102</u>

**Duration:** 1 Hour **Max. Marks:** 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1	(a)	Analyse the following case study and answer the questions.	[05]	Course Outcome	Knowledge Level
		<p>Netflix entered India in 2016, betting on rising internet use and affordable smartphones. Initial pricing was premium, limiting adoption. Competitors like Disney+ Hotstar and Amazon Prime offered cheaper plans and localised content. In response, Netflix created low-cost mobile-only plans and invested heavily in Indian original series and films. Cultural diversity posed a challenge, as regional languages and varied tastes demanded customised offerings. Legal considerations around censorship and content guidelines required careful navigation. By partnering with Indian production houses and focusing on regional storytelling, Netflix expanded its subscriber base. Technologically, its adaptive streaming handles variable internet speeds, a key factor in emerging markets.</p> <p><b>I)</b> In which year did Netflix begin its operations in India?  <b>II)</b> Explain how macro-environmental factors shaped Netflix's localisation strategy in India.  <b>III)</b> Show how Netflix can apply its current technology resources to customize services for audiences in other developing countries.  <b>IV)</b> Identify and demonstrate how competitive pressures from rivals could influence Netflix's pricing or content decisions.</p>		CO2	L1-L4

	V) Examine the entertainment preferences and connectivity challenges in rural India, and propose a unique Netflix feature or service that could successfully address these factors.			
(b)	Fill in the blanks with an appropriate answer from the alternatives given.	[05]		
I)	SWOT analysis evaluates _____.			
	a. Only opportunities and threats	b. Strengths, Weaknesses, Opportunities, Threats		
	c. Sales, Wages, Operations, Taxes	d. Strategic workforce optimisation techniques		
II)	The primary objective of GATT was to _____.			
	a. Impose tariffs	b. Control monetary policy		
	c. Regulate domestic markets	d. Promote free international trade		
III)	A society's traditions and values affect business through _____.			
	a. Economic environment	b. Legal framework		
	c. Social and cultural environment	d. Technological environment		
IV)	Globalization can be described as _____.			
	a. Nationalisation of industries	b. Decline in cross-border trade		
	c. Integration of economies worldwide	d. Isolation of markets		
V)	_____ internal factor defines a firm's long-term purpose.			
	a. Mission statement	b. Competitors' strategy		
	c. Economic trends	d. Technological forces		
Q. 2	Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
(a)	Summarize the major components of the External Environment and interpret their impact on business operations.		CO1, CO2	L2
	OR			
(b)	Explain the concept of SWOT analysis and illustrate how each element affects business strategy with examples.		CO2	L2

Q. 3		Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a)	Describe the positive and negative impacts of MNCs on local economies.		CO3	L2
		<b>OR</b>			
	(b)	Explain the major functions of the WTO and illustrate how they promote international trade.		CO3	L2

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