

Q. 4. Answer in detail (Any Two) (20)

1. Define business environment? State and explain the factors affecting on internal and external environment
2. What do you mean by regional imbalance? What are the causes of regional imbalances in India?
3. What do you mean by privatization? Discuss the problems and prospectus of privatization in India?

Q. 5. Case study (Any One) (15)

1. Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects, and want themselves to be 'seen' as a green advocate among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumers but also ensure that their products are safe and environmentally friendly. As a result, there is growing need for better and advanced technologies to works as a catalyst in this regard.

- a. Identify the relevant features of business environment being discussed above.
- b. Describe briefly any three points which highlight the importance of business environment and its understanding by managers.

2. Postage stamps have been unveiled to commemorate 140 years of existence of the country's first stock exchange Bombay Stock Exchange (BSE). The setting up of BSE is considered to be the greatest revolution that took place in the financial markets in India as it acts as a key driver for economic growth of a country. This is due to the fact that there exists a strong correlation between economic growth and capital accumulation.

- a. Identify the dimension of business environment of India being referred here.
- b. State any three factors which broadly affect the dimension of business environment of India as identified in part (a) of the question.