

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

1. Explain the features of the business environment.
2. Describe the various aspects of the economy and how important each can be to business enterprises.
3. Describe the disadvantages and limitations of non-renewable energy sources.

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

1. Due to its strategic situation and easily accessible to wood, Star Papers Ltd. has decided to establish its paper manufacturing facility in a poor village in the state of Madhya Pradesh. Additionally, there is a surplus of inexpensive labour because of the unemployment rate. The town decided to use renewable solar energy instead of diesel generators to meet its power needs because it lacks electricity. For the development of underdeveloped areas, the government discounted industrial land prices and also granted subsidies for the installation of solar panels.
 - a) Do you support Star Papers Ltd.'s choice to establish its paper manufacturing facility in a rural area of Maharashtra? Explain your answer.
 - b) Describe and identify the specific external macro environmental component that is highlighted in this situation.
2. As customer awareness of environmental issues has grown over time and people are more conscientious about selecting products that do not have negative effects on the environment, eco-friendly products are becoming more popular. They are now more aware of the implications of climate change and carbon emissions, and they want to be "seen" as green activists by their peers. In such a situation, it has become difficult for businesses to satisfy customer demands while simultaneously making sure that their products are safe and ecologically beneficial. There is a rising demand for better and more sophisticated technology to act as a catalyst in this area as a result.
 - a. List the elements of the business environment that were mentioned above.
 - b. Give any three elements that, in general, influence the aspect of India's business climate that is mentioned in part (a) of the question.