

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION : JUNE – JULY- 2022**  
**SEMESTER - IV**  
**Sub: Business Environment (MBA-407)**

**Date: 01/07/2022**

**Total marks: 60**

**Time: 10.00am to 12.30pm**

**SECTION - I**

**Q.1. Fill in the blanks. (05)**

1. The Reserve Bank of India reduces CRR (Cash Reserve Ratio) by 0.5% to control recession. This is related to which dimension of Business Environment?
 

a) Political Environment	b) Economic Environment
c) Social Environment	d) Legal Environment
2. Which of the following does not explain the impact of government policy changes on business and industry?
 

a) Market orientation	b) Increase in competition
c) Change in agricultural prices	d) More demanding customers
3. Relaxation or removal of strict rules and regulations is part of \_\_\_\_\_.
 

a) Liberalization	b) Globalization
c) Privatization	d) Industrialization
4. Facebook, Twitter and whatsapp is the result of changing \_\_\_\_\_.
 

a) Political Environment	b) Social Environment
c) Economic Environment	d) Technological Environment
5. The importance of business environment which helps to know in advance forthcoming constraints and threats of business is \_\_\_\_\_.
 

a) Helpful in getting first mover advantage	b) Early warning signals
c) Assist in planning and policy making	d) All of the above

**Q.2. Answer the following. (Any Two) (20)**

1. Every business organization has to interact and transact with its environment. Hence, the business environment has a direct relation with the business. Elaborate this statement.
2. What do you understand by the term economic environment of business? State and explain the various components of national income.
3. Define globalization. Discuss the issues involved in globalization, post 1991.
4. Justify the role played by Indian government for consumer protection.

**Q.3. Write notes on. (Any Two) (10)**

1. Write a note on Consumer Protection in India.
2. Justify the need for following ethics in any business activity.
3. What role does agriculture plays in the development of a country like India?

## SECTION - II

### Case Study

(15)

**Q. 4.**

Anurag, aspires to work with a socially and environmentally committed company as he does not want to work just for monetary benefits but also the brand value of the company he works for in the society matters a lot to him. Therefore, he has joined Cerebra Integrated Technologies a Bengaluru-based Infotech company. The company has built India's largest e-waste recycling plant. The company strives to be one of the leading players in this business which has huge potential not only in terms of generating huge revenues and profits but also wants to contribute to the environment issues that have become crucial worldwide. The company sees big business in the mountains of e-waste in Bengaluru which produces 200,000 tonnes of e-waste a year. The company plans to make its millions by extracting metals such as gold and platinum from the e-waste piling up in the city. As a mobile phone, for example, is made up of a combination of rare earth and precious metals: it contains 250 mg of silver, 24 mg of gold and nine mg of palladium while a laptop has 1,000 mg of silver, 220 mg of gold and 500 grams of copper.

To start the business, the company has obtained a license from KSPCB ( Karnataka State Pollution Control Board) .

1. Identify the various dimensions of business environment being referred to by quoting lines from the above case
2. List any two values which the company wants to convey to the society.
3. Suggest a suitable title for the above case.

**Q. 5. Answer the following:**

(10)

a) Discuss the external factors affecting business environment.

**OR**

b) State the role played by Reserve Bank of Indian in governing banks and other financial institutions.