

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**

**EXAMINATION: MAY- 2024**

**SEMESTER - IV**

**Sub.: Business Environment (BBA15-411)**

**Date : 23/05/2024**

**Total Marks : 60**

**Time: 2.00 pm to 4.30pm**

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. .... include values, culture and management style, Human Resources, Labour Union, Technology etc.
 

a) Internal Factors	b) External Factors
c) Imaginary Factors	d) None of the given
  
2. .... refers to the unequal distribution of resources, opportunities, and development across different geographic regions within a country or a region.
 

a) Regional Imbalance	b) Regional Unity
c) Regional Balance	d) None of the given
  
3. Governments relaxation on foreign investment, allowing foreign companies to invest in domestic markets and vice versa is an example of .....
 

a) Social Liberalization	b) Monopoly
c) Investment Liberalization	d) None of the given
  
4. The General Agreement on Tariffs and Trade (GATT) was a multilateral treaty that was with the goal of ..... by reducing or eliminating barriers such as tariffs and quotas.
 

a) promoting national trade	b) discouraging international trade
c) discouraging national trade	d) promoting international trade
  
5. The ..... is an international treaty aimed at addressing global climate change by reducing greenhouse gas emissions
 

a) Kyoto Protocol	b) Kobol Protocol
c) Pantapradhan Aawas Yojana	d) None of the given

**Q. 2. State True / False (05)**

1. Supply of Money decides rate of inflation in the economy.
 

a) True	b) False
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2. Limitations of non-renewable resources stem from their finite nature and the environmental impact associated with their extraction, processing, and use.
 

a) True	b) False
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3. The South Asian Association for Regional Cooperation (SAARC) is an organization of South Asian nations established in 1985 with the aim of promoting regional cooperation and development.
 

a) True	b) False
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4. The IMF offers loans to member countries facing balance of payments or currency crises, aiming to restore macroeconomic stability and implement structural reform.
 

a) True	b) False
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5. Political instability, changes in government policies, and geopolitical tensions can pose risks to FDI, affecting investor confidence and investment decisions.
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three) (15)**

1. Characteristics of the Business Environment
2. World Trade Organization (WTO)
3. Strategy for Conservation of Natural Resources
4. Oil Crisis & its impact on Business Problems
5. Importance of Topography in Business Environment

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

1. Define the term "business environment" and elucidate its various dimensions.
2. How does economic growth impact poverty levels within a society, and what measures can be taken to alleviate poverty during periods of growth?
3. What are the primary objectives and methods of privatization, and how does it influence the business environment?
4. Discuss the functions and significance of the International Monetary Fund (IMF) in stabilizing global financial systems and supporting member countries during economic crises.

**Q. 5. In the face of rapid technological advancements and shifting consumer preferences, XYZ Corporation, a leading player in the retail industry, found itself grappling with the challenges of adapting to a changing business environment. Traditional brick-and-mortar stores were losing ground to e-commerce giants, and customers increasingly demanded personalized experiences and seamless omni channel interactions. To address these challenges, XYZ Corporation embarked on a strategic transformation journey. They invested heavily in digital infrastructure, enhancing their online presence and optimizing their website for mobile devices. Additionally, they leveraged data analytics to gain insights into consumer behavior and preferences, enabling them to tailor marketing strategies and product offerings accordingly. Furthermore, XYZ Corporation embraced innovation by exploring emerging technologies such as augmented reality and artificial intelligence to enhance the shopping experience both online and in-store. They introduced interactive digital displays and virtual try-on features, blurring the lines between physical and digital shopping environments. Moreover, XYZ Corporation prioritized sustainability and social responsibility, aligning their business practices with environmental and ethical standards. They implemented eco-friendly initiatives such as reducing packaging waste and sourcing products from ethically responsible suppliers, resonating with the values of environmentally conscious consumers. As a result of these strategic initiatives, XYZ Corporation not only survived but thrived in the evolving business landscape. Their revenue surged, customer satisfaction levels soared, and they solidified their position as a forward-thinking industry leader. (15)**

**Questions:**

1. How did XYZ Corporation recognize the need to adapt to the changing business environment?
2. How did XYZ Corporation integrate sustainability and social responsibility into their business strategy?
3. What lessons can other businesses learn from XYZ Corporation's experience in adapting to a changing business environment?