

Reg No:.....

K25FY2396 B

Name :.....

Second Semester FYUGP Management Studies Examination

APRIL 2025 (2024 Admission onwards)

KU2DSCBBA103 (BUSINESS ENVIRONMENT)

(DATE OF EXAM: 30-4-2025)

Time : 120 min

Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. How does the business environment influence decision-making? 3
2. What is SWOT analysis? Explain its components briefly. 3
3. What are the key steps in the process of environmental analysis? 3
4. Explain the responsibility of business towards Government. 3
5. What is meant by Social Environment of Business. 3
6. Explain the regulatory role played by the Government in today's Business scenario. 3
7. How do government policies influence the technological environment in business? 3
8. Discuss the advantages of using IT in business. 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the role of corporate culture in Business decision making. 6
10. Explain the types of business environments in detail with suitable examples. 6
11. Compare SWOT Analysis and ETOP in terms of their application and effectiveness. 6
12. How does Environmental Protection Act impact business? 6
13. How does the Consumer Protection Act safeguard the consumer rights? 6
14. Explain the impact of technology on business. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Define economic planning. Explain its objectives and components. 14
16. Discuss the Micro and Macro economic factors affecting the Business. 14
17. (a) Discuss the role of Corporate Social Responsibility (CSR) in managing social expectations and business sustainability. 7
(b) "A business cannot exist in isolation from society." Justify this statement with suitable arguments. 7