

End Semester Examinations - 2015-16 Even Semester - May 2016

14MS2003 Business Environment

Set A

Time : 3 hrs
Total Marks: 100

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1. Earlier Corporates were utilizing the resources of the country and not giving back to the society later TATA started to give back to the society which created a brand image to them
- A.What is Social Responsibility? What are the generally accepted responsibilities of the business to different sections of the society? Explain 10 Marks
- B.Being a Business man what type of CSR initiatives will you take in your company
10 Marks
- OR**
2. Business environment influence the development, performance, and outcome of a business
- A.Explain in detail about the Micro and Macro Environment of Business 16 Marks
- B.What is SWOT? 4 Marks
3. 21st century is called the century of Business, trade world calls global became one village
- A.Describe the features of the current phase of globalization 10 marks
- B.Impact of Globalization in India and across the world 10 marks
- OR**
4. Economy is the backbone of the country and it plays an important role in controlling the world countries
- A.What is Economy? Explain the types and characteristics of economy 10 marks
- B.India is an example of which economy?write the merits and demerits 10 marks
5. India is one of the fastest developing country in the world, in the past two decades technology changed the shape of India and made the world countries to turn towards India
- A.Define Technology ? Briefly Explain Transfer of Technology ? 14 Marks
- B.What is Technology Dynamics,write the source of technology Dynamics 6 Marks
- OR**
6. Money received, on a regular basis, for work or through investments is income and the cost incurred in or required for something is expenses.
- A.Write a brief note on Sources of Revenue for the union and the state 14 Marks
- B.What is budget? Explain the types of budget 6 Marks
7. Loan is a thing that is borrowed, especially a sum of money that is expected to be paid back with interest.
- A.Describe the structure of Credit Market in India 14 Marks
- B.Define Monetary policy and Fiscal policy 6 Marks
- OR**
8. In 1991the limited availability of oil and gas, energy requirement continued to increase that lead the country is compelled to import 75% of its domestic requirement and distribute with a heavy subsidy that create high deficit, India adopted LPG
- A.What are the merits and demerits of MNCs 10 Marks

9.

Pepsi has 37% global market share operating in 190 countries. At every level of Pepsi Company great care is taken to ensure that highest standards are met in everything they do. In their product, packaging, marketing and advertising, they strive for excellence because they think their customer deserves to better quality products. They promise to work towards improvements in all areas of their organisation. In their manufacturing and bottling process, strict quality controls are followed to ensure that Pepsi products meet the same high standards of quality that customers expect from them. They also follow strict quality procedures during manufacturing and filling of their packages. Each bottle and can goes through inspection and testing process. Containers are rinsed and quickly filled through a high speed, state-of-the-art process that helps prevent any foreign material from entering the product. Additional quality control measures help to ensure the integrity of Pepsi products throughout the distribution process from warehouse to store shelf. Pepsi local bottlers determine which products to pack and sell in their territory based on local consumer demand and other market factors. How do they promote their product Pepsi has a big enough market share to challenge Coca-Cola. They have their best balance of promotions, communicating to their target audience through celebrities like Robbie Williams, David Beckham, Britney Spears, etc. The Pepsi chart also helps in promoting as the youth like music. Pepsi is gaining the football market from Coke. Pepsi also promotes on internet, newspaper, through sponsorships, radios, etc. Pepsi also promote its products in the supermarkets by keeping discounts like buy one get one free. It also keeps competition with great prizes which catches the eye of the consumer.

A.Define PEST analysis and its characteristics

8 Marks

B.Advise Coca – Cola to increase their revenue through PEST analysis

12 Marks

Wishing you All the Best
