Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov/Dec– 2017**

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| **Code :** | **14MS2003** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS ENVIRONMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. | a. | What is fiscal policy? | CO1 | 2 |
| b. | Differentiate between market economy and controlled economy | CO1 | 2 |
| c. | What is technology transfer? Discuss the methods of technology transfer | CO3 | 8 |
| d. | Discuss the utility of SWOT analysis in determining a company’s position, with a suitable example. | CO2 | 8 |
| (OR) | | | | |
| 2. | a. | With reference to the monetary policy, explain how the Reserve Bank of India uses specific tools/instruments to control the economy. | CO1 | 10 |
| b. | Explain the utility of budgeting in helping an individual manage his/her finances. | CO2 | 5 |
| c. | Write about the various types of budgets. | CO2 | 5 |
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| 3. | a. | Describe the various methods of environmental forecasting. | CO2 | 10 |
|  | b. | What are the merits and demerits of MNC’s? | CO3 | 10 |
| (OR) | | | | |
| 4. | a. | Discuss the merits and demerits of Corporate social responsibility, with suitable examples. | CO1 | 10 |
|  | b. | Discuss and differentiate between money market and capital market. | CO1 | 10 |
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| 5. | a. | What is FDI? Explain the various sources of FDI and its impact on industry. | CO3 | 10 |
|  | b. | Write a short note on various modes of entry into international markets. | CO3 | 5 |
|  | c. | Differentiate between FERA and FEMA. | CO3 | 5 |
| (OR) | | | | |
| 6. | a. | With reference to Porter’s five force model, explain the impact of globalization on the Indian economy? | CO1 | 10 |
|  | b. | What is the impact of demonetization on the Indian economy? Justify your viewpoint with appropriate examples. | CO1 | 10 |
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| 7. | a. | Elaborate on the structure of the credit market in India and highlight the role of various credit institutions. | CO1 | 15 |
|  | b. | Write a short note on WTO. | CO3 | 5 |
| (OR) | | | | |
| 8. | a. | ‘The Union Budget is a decisive tool in determining the growth of the Indian Economy’ – Explain the various sources of revenue and major areas of expenditure, as prescribed in the Union Budget. | CO1 | 20 |
|  | | **Compulsory**: |  |  |
| 9. |  | OLA Cabs, a travel aggregation firm founded in 2011 has grown by leaps and bounds and now operates in 120 cities and connects travellers with around 450,000 vehicles across India. The company was recently highlighted in the news for having cut driver incentives by 60% within a year, to maintain profitability. Analysts state that it could lead to many drivers dropping off the network and the company has witnessed strikes from unions across India. |  |  |
|  | a. | Is the move to cut driver’s incentives due to internal or external factors? Justify. | CO2 | 2 |
|  | b. | What are the microeconomic factors influencing OLA Cabs? | CO1 | 8 |
|  | c. | Analyze OLA’s position based on PESTEL framework. | CO1 | 10 |

ALL THE BEST