

QP CODE: D2BIB2405	(Pages: 2)	Reg. No : .....
		Name : .....
SECOND SEMESTER FYUGP EXAMINATION, APRIL 2025		
MINOR COURSE		
BIB2MN102 : Business Environment		
(Credits: 4)		
Time: 2 Hours	Maximum Marks: 70	
Section A		
Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)		
1. What is innovation?	BL1	CO5
2. What is central planning, and which economic system is it primarily associated with?	BL1	CO1
3. List two ways in which cultural values impact consumer behavior.	BL1	CO3
4. Mention any three notable technology startups in India and their focus areas.	BL1	CO5
5. Explain how economic factors can impact all organizations in a society.	BL2	CO2
6. List three components of the internal environment.	BL1	CO1
7. Explain the concept of time lag in technology introduction and how it affects market competitiveness.	BL2	CO5
8. Give an example of a business action that demonstrates integrity.	BL2	CO4
9. Explain the difference between a market economy and a command economy in terms of pricing decisions.	BL2	CO1
10. Describe why transparency is an important principle of CSR.	BL2	CO4
(PTO)		

### Section B

**Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)**

11.	Explain the key difference between the Internal and External Business Environments	BL2	CO1
12.	Summarize how a recession can affect a restaurant's sales and revenue.	BL2	CO1, CO2
13.	Summarize the importance of intellectual property rights for businesses.	BL2	CO3
14.	Analyze the features of a technology-driven business environment	BL4	CO5
15.	Critique the idea that monetary policy can effectively manipulate unemployment levels in the long run.	BL5	CO1, CO2
16.	Describe the relationship between the internet and globalization.	BL1	CO1
17.	Describe how government investment in education and training benefits businesses.	BL2	CO3
18.	Give an example of how stakeholder feedback might change a company's social practices after a social audit.	BL3	CO3

### Section C

**Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)**

19.	How could a company use "strategic partnerships" to expand its market reach?	BL3	CO1
20.	Evaluate the role of innovation in shaping the modern business environment. Support with examples.	BL5	CO5

**CO : Course Outcome**

**BL : Bloom's Taxonomy Levels** (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)