

QP CODE: D2BIB2405 (S1)	(Pages: 2)	Reg. No :
		Name :

SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026

(Improvement/Supplementary - 2024 Admissions)

Discipline Specific Core (DSC) Courses - Minor

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.	How can a business use its understanding of the socio-cultural environment to its advantage?	BL3	CO1
2.	Name three benefits of identifying trends in the business environment.	BL1	CO2
3.	What are the four phases of the business cycle?	BL1	CO3
4.	Describe the short-run dynamics between GDP, inflation, and unemployment.	BL6	CO4
5.	List three key features of a social audit.	BL1	CO2
6.	How could a business address potential misunderstandings due to non-verbal communication differences?	BL2	CO3
7.	Explain the difference between ethical responsibility and philanthropic responsibility.	BL2	CO1
8.	Explain the concept of time lag in technology introduction and how it affects market competitiveness.	BL2	CO4
9.	Mention any three notable technology startups in India and their focus areas.	BL1	CO2
10.	What is your understanding on Virtual reality? Give an example.	BL1	CO3

(PTO)

Section B

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

11.	How might a change in "Demographic Factors" (External) influence a company's marketing strategy?	BL3	CO1, CO3
12.	What are the potential advantages and disadvantages of government intervention in a mixed economy for businesses?	BL4	CO1, CO4
13.	To what extent do you believe a mixed economy is the ideal balance between capitalism and socialism? Justify your reasoning.	BL5	CO1, CO2
14.	Is it possible for a company to have strong corporate governance but weak business ethics? Explain.	BL5	CO3, CO4
15.	To what extent should governments intervene in the economy to address market failures?	BL5	CO2, CO4
16.	Analyze the features of a technology-driven business environment.	BL4	CO1, CO2
17.	Design a strategy to overcome barriers to innovation.	BL6	CO2, CO3
18.	How might a small business use technology to participate in globalization?	BL3	CO1, CO2

Section C

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

19.	Develop a strategy for a company to adapt to a significant change in the Technological factors of the Macro Environment.	BL6	CO1, CO2, CO4
20.	If a business is expanding into a new country, how would they ensure compliance with international treaties?	BL3	CO3, CO2

CO : Course Outcome

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