

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA,
GUNUPUR
(GIET UNIVERSITY)**



B. B. A (Second Semester Regular/Supplementary) Examinations, May, 2025

23BBAPC12003 – Business Environment

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Difference between Micro and Macro environment.	CO1	K1
b. Define the Consumer Protection Act of 1986.	CO1	K2
c. "Highlight the differences between FEMA and FERA."	CO1	K2
d. Write any two objectives of NITI Aayog.	CO2	K1
e. Define social responsibility pyramid.	CO5	K2
f. Write the provision of CSR under the companies act 2013.	CO5	K2
g. Define MSF.	CO4	K2
h. Write the techniques of fiscal policy.	CO4	K2
i. Define Insider trading and whistle blower.	CO6	K2
j. "Explain the importance of corporate governance in India."	CO6	K2

PART – B

(8 x 5 = 40 Marks)

Answer **all** the questions

	Marks	CO #	Blooms Level
2. a. Briefly explain internal business environment with a suitable example. (OR)	8	CO1	K2
b. Define SWOT analysis and illustrate it with an example.	8	CO1	K3
3.a. Explain FEMA (Foreign Exchange Management Act). Discuss its objectives, key provisions, and its contribution to India's economic liberalization. (OR)	8	CO3	K4
b. Explain the Industrial Policy of 1991. What were its main objectives? Discuss the salient features of this policy and its impact on the Indian economy.	8	CO3	K2
4.a. Design the structure and components of state and central budget. (OR)	8	CO4	K6
b. Explain the role of the Kumar Mangalam Birla Committee in improving corporate governance.	8	CO6	K2
5.a. Briefly explain different code of corporate governance setup by SEBI. (OR)	8	CO6	K2
b. Write a short note on Corporate Social Responsibility (CSR).	4	CO5	K2
6.a. Reliance Industries Limited (RIL), one of India's largest conglomerates, has diversified its operations across sectors like petrochemicals, telecommunications (Jio), and retail. In recent years, the company has strategically expanded its digital services, heavily investing in startups and building partnerships with global firms. RIL's leadership has emphasized the importance of adapting to global business	8	CO1	K4

trends, policy changes, and evolving consumer preferences. The company's ability to manage regulatory environments, technological disruption, and competitive forces has played a key role in maintaining its market leadership.

Questions:

1. Identify and explain the types of business environments affecting Reliance Industries.
2. How has Reliance adapted to changes in the external environment?
3. Discuss the role of government policies and regulations in shaping the business decisions of RIL.
4. In your opinion, what challenges might RIL face in the future due to the dynamic business environment?

(OR)

- b. Starbucks, a global coffeehouse chain, has successfully expanded its operations across the world by focusing on creating a premium coffee experience for its customers. The company adapts to the social, economic, and cultural factors of different countries, offering region-specific menu items to cater to local tastes. Starbucks has also embraced sustainability practices, such as sourcing ethically produced coffee beans and focusing on environmental initiatives. However, the company faces challenges such as fluctuating commodity prices, competition from local coffee shops, and changing consumer preferences towards healthier options. Additionally, government regulations related to labor laws, taxes, and trade policies affect Starbucks' global operations.

8

CO1

K4

Questions:

1. Identify and explain the key components of the business environment that influence Starbucks' operations.
2. How does Starbucks adapt to different cultural and economic environments across various countries?
3. Discuss the impact of social and technological factors on Starbucks' business strategy.
4. What are the potential challenges Starbucks might face in maintaining its competitive edge in the global market?

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