

**K-828**

Total Pages : 3

Roll No. ....

**MS-105**

**Business Environment**

Master of Business Administration (MBA)

1st Semester Examination, 2023 (Dec.)

**Time : 2 Hours]**

**Max. Marks : 70**

**Note :** This paper is of Seventy (70) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

**SECTION–A**

**(Long Answer Type Questions)**

**Note :** Section 'A' contains Five (05) long answer type questions of Nineteen (19) marks each. Learners are required to answer any Two (02) questions only.

(2×19=38)

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**[P.T.O.]**

1. Describe the components of Business Environment. Internal and External.
2. Explain the concept of SWOT analysis.
3. How does environmental sustainability impact business practices?
4. What are the ethical considerations for businesses in addressing environmental concerns?
5. Discuss salient features of economic reforms of 1991.

## **SECTION-B**

### **(Short Answer Type Questions)**

**Note :** Section 'B' contains Eight (08) short answer type questions of Eight (08) marks each. Learners are required to answer any Four (04) questions only. (4×8=32)

**Briefly discuss any four of the following :**

1. Balanced Scorecard.
2. FDI and FII.
3. Uruguay Round.

4. WPI and CPI.
  5. Causes of inflation.
  6. Causes of unemployment.
  7. International Monetary Fund.
  8. NABARD.
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