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# PRESIDENCY UNIVERSITY

## BENGALURU

### Mid - Term Examinations –October2025

**Date:** 10-10-2025

**Time:** 11.45am to 01.15pm

|                             |   |                       |
|-----------------------------|---|-----------------------|
| <b>School:</b> SOM-UG/SOC   | <b>Program:</b> Bachelor of Business Administration |                       |
| <b>Course Code:</b> CBS1030 | <b>Course Name:</b> Business Environment            |                       |
| <b>Semester:</b> I          | <b>Max Marks:</b> 50                                | <b>Weightage:</b> 25% |

| CO - Levels  | C01       | C02       | C03 | C04 | C05 |
|--------------|-----------|-----------|-----|-----|-----|
| <b>Marks</b> | <b>26</b> | <b>24</b> | -   | -   | -   |

**Instructions:**

- (i) *Read all questions carefully and answer accordingly.*
- (ii) *Do not write anything on the question paper other than roll number.*

### Part A

**Answer ALL the Questions. Each question carries 2marks.**

**5Q x 2M=10M**

|   |   |         |    |     |
|---|---|---------|----|-----|
| 1 | Name two government schemes that support startups in India. | 2 Marks | L1 | C02 |
| 2 | What is meant by competitive structure analysis?            | 2 Marks | L1 | C01 |
| 3 | Identify two objectives of business.                        | 2 Marks | L1 | C01 |
| 4 | List two functions of the government that impact business.  | 2 Marks | L1 | C02 |
| 5 | Define industrial policy.                                   | 2 Marks | L1 | C02 |

### Part B

**Answer the Questions.**

**4Q x 10M=40M**

|           |  |          |    |     |
|-----------|--|----------|----|-----|
| 6.        | Illustrate with examples how the economic environment affects the business operations of Amazon?     | 10 Marks | L2 | C01 |
| <b>Or</b> |  |          |    |     |
| 7.        | Interpret how Porter's Five Forces help businesses assess the overall attractiveness of an industry? | 10 Marks | L2 | C01 |

|           |   |                 |           |            |
|-----------|---|-----------------|-----------|------------|
| <b>8.</b> | Describe how PESTEL analysis assists businesses in anticipating external risks and opportunities?   | <b>10 Marks</b> | <b>L2</b> | <b>CO1</b> |
| <b>Or</b> |   |                 |           |            |
| <b>9.</b> | Relate the step of impact assessment in environmental analysis to competitive strategy development. | <b>10 Marks</b> | <b>L2</b> | <b>CO1</b> |

|            |  |                 |           |            |
|------------|--|-----------------|-----------|------------|
| <b>10.</b> | Summarize how monetary policy shapes the competitive environment of the banking sector in India? | <b>10 Marks</b> | <b>L2</b> | <b>CO2</b> |
| <b>Or</b>  |  |                 |           |            |
| <b>11.</b> | Illustrate with examples the role of government in promoting industrial development.             | <b>10 Marks</b> | <b>L2</b> | <b>CO2</b> |

|            |   |                 |           |            |
|------------|---|-----------------|-----------|------------|
| <b>12.</b> | Explain the role of fiscal policy in influencing economic growth. | <b>10 Marks</b> | <b>L2</b> | <b>CO2</b> |
| <b>Or</b>  |   |                 |           |            |
| <b>13.</b> | Explain how EXIM policy reforms impact export-oriented companies? | <b>10 Marks</b> | <b>L2</b> | <b>CO2</b> |