



Roll No.

# 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	CO1	CO2	CO3	CO4	CO5
<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**

<b>1</b>	Name two government schemes that support startups in India.	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>
<b>2</b>	What is meant by competitive structure analysis?	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>3</b>	Identify two objectives of business.	<b>2 Marks</b>	<b>L1</b>	<b>CO1</b>
<b>4</b>	List two functions of the government that impact business.	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>
<b>5</b>	Define industrial policy.	<b>2 Marks</b>	<b>L1</b>	<b>CO2</b>

**Part B****Answer the Questions.****4Q x 10M=40M**

<b>6.</b>	Illustrate with examples how the economic environment affects the business operations of Amazon?	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>
<b>Or</b>				
<b>7.</b>	Interpret how Porter's Five Forces help businesses assess the overall attractiveness of an industry?	<b>10 Marks</b>	<b>L2</b>	<b>CO1</b>

<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>