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PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations – October 2025

Date: 07-10-2025

Time: 09.30am to 11.00am

School: SOC	Program: B.Com-ACCA	
Course Code: CBS1026	Course Name: Business and Technology	
Semester: I	Max Marks: 50	Weightage: 25%

CO - Levels	CO1	CO2	CO3	CO4	CO5
Marks	24	26	-	-	-

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 2 marks.

5Q x 2M=10M

1	Explain the meaning of a business organisation with one example.	2 Marks	L2	CO1
2	Identify any two technological factors that affect businesses today.	2 Marks	L2	CO1
3	Differentiate between formal and informal organisation.	2 Marks	L1	CO2
4	Write any two types of organisational structures.	2 Marks	L1	CO2
5	State one responsibility of business towards society.	2 Marks	L2	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Describe the different types of stakeholders in a business with examples.	10 Marks	L2	CO 1
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Or

7.	Explain how microeconomic factors (demand, supply, cost) influence pricing decisions of a company.	10 Marks	L3	CO 1
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8.	Discuss how environmental factors (pollution, sustainability, climate change) affect industries such as automobiles or textiles.	10 Marks	L2	CO 1
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Or

9.	Apply PESTLE (Political, Economic, Social, Technological, Legal and Environment) framework to analyse the external environment of a small retail shop	10 Marks	L3	CO 1
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10.	Explain the features of informal organisation with examples.	10 Marks	L2	CO 2
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Or

11.	Illustrate with an example how committees help in decision-making in business organisations.	10 Marks	L3	CO 2
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12.	Describe the importance of organisational culture in improving employee performance.	10 Marks	L2	CO 2
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Or

13.	Apply the concept of social responsibility to a business producing plastic products. Suggest measures to fulfill its responsibilities.	10 Marks	L3	CO 2
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