PRESIDENCY UNIVERSITY

BENGALURU

Mid - Term Examinations –October 2025

Date: 29-10-2025   **Time:** 02.30pm to 04.00pm

School: SOM-UG/SOC	**Program:** Bachelor of Business Administration
Course Code: CBS1030	**Course Name:** Business Environment
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 2marks.   **5Q x 2M=10M**

1	List four components of the macro environment with examples from the automobile industry.	2 Marks	L1	CO1
2	Recall two technological factors that affect Netflix.	2 Marks	L1	CO1
3	Name any two incentives given to exporters under the EXIM policy	2 Marks	L1	CO2
4	Define 'Business Environment '.	2 Marks	L1	CO1
5	What is the main objective of the Consumer Protection Act?	2 Marks	L1	CO2

Part B

Answer ALL the Questions. Each question carries 10 marks.   **4Q x 10M=40M**

6.	Summarize the role of technological environment in transforming the business model of Uber.	10 Marks	L2	CO1
	Or			
7.	Discuss the five competitive forces identified by Porter and evaluate how these forces affect the strategic decisions of a smart phone company like Samsung?	10 Marks	L2	CO1

8.	Outline the understanding of political and legal environmental factors influencing business strategy by using Apple's global operations as a case.	10 Marks	L2	CO1
	Or			
9.	Compare micro environment and macro environment in the context of a company like Reliance Industries	10 Marks	L2	CO1

10.	Explain how fiscal policy affects businesses with an example.	10 Marks	L2	CO2
	Or			
11.	Relate the advantages and disadvantages of government intervention in Business.	10 Marks	L2	CO2

12.	Illustrate the role of government agencies in ensuring legal compliance in the pharmaceutical sector.	10 Marks	L2	CO2
	Or			
13.	Interpret the impact of industrial policy on the growth of the IT sector in India.	10 Marks	L2	CO2