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PRESIDENCY UNIVERSITY

BENGALURU

End - Term Examinations - December 2025

Date: 19 - 12- 2025

Time: 09.30am to 12.30pm

School: SOC / SOM (UG)	Program: BBA	
Course Code: CBS1030	Course Name: BUSINESS ENVIRONMENT	
Semester: I	Max Marks:100	Weightage:50%

CO - Levels	C01	C02	C03	C04	-
Marks	26	28	20	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.

10Q x2M=20M

1.	List any four components of the micro environment.	2 Marks	L1	C01
2.	State the primary objective of business.	2 Marks	L1	C01
3.	What is the main objective of the Consumer Protection Act?	2 Marks	L1	C02
4.	Select the objectives that support small and medium enterprises.	2 Marks	L1	C02
5.	Name two roles played by the government in promoting business infrastructure.	2 Marks	L1	C02
6.	State two advantages of globalization.	2 Marks	L1	C03
7.	Recall the meaning of a multinational company and provide an example.	2 Marks	L1	C03
8.	Name two foreign market entry strategy used by companies.	2 Marks	L1	C03
9.	List two benefits of using technology in business operations	2 Marks	L1	C04
10.	Recall two example of artificial intelligence used in business.	2 Marks	L1	C04

Part B

Answer ALL the Questions. Each question carries 7 marks.

5Q x 7M = 35M

11.	Tata Motors is preparing to introduce a new line of electric vehicles in international markets such as the UK and Singapore. The company must analyze its internal resources, brand value, and competitive challenges before entering these markets. Question: Select the factor that most strongly supports Tata Motors' global success.	07 Marks	L1	C01
Or				
12.	Reliance Jio has transformed India's telecom and digital services sector through innovations such as 4G connectivity, JioFiber, and the upcoming 5G rollout. As global trends shift toward digital integration, artificial intelligence, and Internet of Things (IoT), Jio must continually evaluate how technological changes in the macro environment shape its competitive position. Question: Select the most critical technology that could define Jio's future growth.	07 Marks	L1	C01
13.	Explain the advantages and disadvantages of government intervention in businesses.	07 Marks	L2	C02
Or				
14.	Illustrate the various roles of government that promote balanced regional development.	07 Marks	L2	C02
15.	Summarize the overall impact of digital innovation on competitiveness among global enterprises.	07 Marks	L2	C03
Or				
16.	Illustrate the stages of globalization with examples related to Indian companies.	07 Marks	L2	C03
17.	Explain the key economic factors that affect the international business environment and business decisions with examples.	07 Marks	L2	C03
Or				
18.	Utilize the EPRG framework to improve coordination and integration in multinational corporations during international expansion.	07 Marks	L2	C03
19.	Identify the major types of innovation and their unique attributes in modern business contexts.	07 Marks	L3	C04
Or				
20.	Identify the characteristics that distinguish distinct types of technology acquisition mechanisms and their optimal application scenarios.	07 Marks	L3	C04

Part C

Answer any three Questions. Each question carries 15marks3Q x 15M=45M

21.	Apple Inc., a leading multinational technology company, continuously monitors its macro-environment through the PESTEL framework to sustain its competitive advantage globally. This includes analyzing Political, Economic, Sociocultural, Technological, Environmental, and Legal factors that influence its operations and strategic decisions worldwide. Question: Choose the key PESTEL factors that most significantly affect Apple's global strategy.	15 Marks	L1	C01
22.	A food processing company wants to use EXIM policy incentives to upgrade its technology for better compliance with international standards. Question: Explain the policies that can help finance technology modernization and export quality improvement	15 Marks	L2	C02
23.	Outline the key factors that influence the success of acquisitions as a mode for rapid global market entry and competitive advantage.	15 Marks	L2	C03
24.	Explain the difference between a Multinational Corporation (MNC) and a Transnational Corporation (TNC) with examples. How do their strategies differ in managing operations across countries?	15 Marks	L2	C03
25.	Apply predictive analytics on shopping trends to explain how Amazon Go can manage its supply chain operations efficiently.	15 Marks	L3	C04