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Bengaluru

Mid Term Examinations - October 2026

Date: 09/10/2026 **Time:** 11:45 AM - 01:15 PM

Course Code: CBS1030 **Course Name:** Business Environment

Semester: First Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	92	88

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define Buisness Environment	2	CO1	BT1
2	Write the components of Social Environment	2	CO1	BT1
3	List the purpose of environmental scanning	2	CO1	BT1
4	What do you mean by Corporate Social Rsponsibilty	2	CO2	BT1
5	List the major areas supported by start-up India.	2	CO2	BT1

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	Explain Legal & Technological Environment components.	10	CO1	BT2
7	illustrate the types of FDI	10	CO1	BT2

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT

PTO (Please Turn Over)

8	TechNova Solutions is a Bengaluru-based software company that develops cloud-based business management software for small and medium-sized businesses. Its software helps companies manage sales, inventory, customer relationships, employee attendance, and financial reports through a single platform. The company has gained a good reputation for its easy-to-use interface, affordable pricing, and responsive customer support. However, TechNova faces several challenges. The company has a small software development team, which makes it difficult to introduce new features quickly. It also depends heavily on a few major clients for a significant portion of its revenue. Recently, larger technology companies have started offering similar cloud-based software at competitive prices. At the same time, the increasing adoption of cloud computing, artificial intelligence, and digital business solutions presents new opportunities for TechNova. The company is considering adding AI-powered analytics and automated customer support to its software. However, concerns about cybersecurity, data privacy, changing technology, and intense competition could affect its future growth. Questions: Conduct a SWOT Analysis of TechNova Solutions by identifying its Strengths, Weaknesses, Opportunities, and Threats. Based on your SWOT analysis, suggest two strategies that TechNova Solutions can adopt to improve its competitive position.	10	CO1	BT3
9	Amazon operates a large digital marketplace where customers purchase products through its website and mobile application. Customers can make payments using UPI, cards, and digital wallets. Amazon uses Artificial Intelligence (AI) to recommend products based on customers' browsing and purchasing behaviour. It also uses Big Data to analyse customer preferences, sales patterns, and demand. Amazon's AWS cloud computing platform supports businesses by providing computing and storage services through the internet. The company also uses social media and digital marketing to promote products and offers. Many of its employees and business operations use digital collaboration and remote-working technologies. Questions Identify any five features of the Digital Economy illustrated through Amazon's business operations. Explain how AI, Big Data, Cloud Computing, and Digital Payments contribute to Amazon's digital business model.	10	CO1	BT3

PART D: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
10	Compare the features and impact of technological envrionment.	10	CO2	BT2
11	Explian the types of AI based on capabilites and its applications in Business with examples.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Outline Hofstede's Cultural Environment Model	10	CO2	BT2

13	The Tata Group has undertaken several CSR initiatives focusing on education, healthcare, rural development, skill development and environmental sustainability. Through initiatives associated with the Tata Trusts and Tata companies, the group supports communities in areas such as education, healthcare, livelihoods and social development. One of its major areas of focus is education and skill development. Various programmes support students from disadvantaged communities through scholarships, educational infrastructure and learning opportunities. The group has also supported healthcare initiatives, including programmes aimed at improving access to healthcare in underserved communities. Tata companies have also undertaken environmental sustainability and rural development initiatives, such as water conservation, renewable energy, sanitation and livelihood development. These activities demonstrate how businesses can contribute to social and environmental development while continuing their economic activities. Questions Identify the major CSR activities undertaken by the Tata Group based on the case. Explain how these CSR activities can benefit society, the environment, and the company's stakeholders.	10	CO2	BT3