PRESIDENCY UNIVERSITY
BENGALURU

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

SCHOOL OF COMMERCE
END TERM EXAMINATION - JAN 2023

Semester : Semester I - 2022
Course Code : COM2016
Course Name : Sem I - COM2016 - Business Decision Making
Program : B.Com & B.Com(Hons.)

Date : 9-JAN-2023
Time : 1.00PM - 4.00PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS   **10 X 2 = 20M**

1. Business Environment consists of all those factors that have a bearing on the business. Identify different types of Business Environment.

   (CO1) [Knowledge]

2. Having more knowledge about components of a business and the environment in which it operates can help leaders when making decisions as well as those involved in the strategy behind the business.Explain different sources of information for environmental scanning.

   (CO1) [Knowledge]

3. Marketing is a critical component of companies operating in just about any industry. Marketers use various tools and techniques to appeal to a target audience and determine the interests of potential customers. Explain Environmental scanning. .

   (CO1) [Knowledge]

4. Politics of India works within the framework of the country's Constitution. India is a parliamentary democratic republic in which the president of India is the head of state. Explain Political Environment.

   (CO2) [Knowledge]

5. Explain the features of New industrial policy 1991.

   (CO5) [Knowledge]

6. An emerging market economy is the economy of a developing nation that is becoming more engaged with global markets as it grows. Countries classified as emerging market economies are those with some, but not all, of the characteristics of a developed market. Explain India as an emerging economy.

   (CO3) [Comprehension]

7. According to the International Monetary Fund estimates an emerging economy is expected to grow two to three times faster than developed nations like the US (Forbes, 2014). Explain India as an emerging economy and its characteristics.

(CO3) [Comprehension]

8. Inflation rate in India was 5.5% as of May 2019, as per the Indian Ministry of Statistics and Programme Implementation. This represents a modest reduction from the previous annual figure of 9.6% for June 2011. Inflation rates in India are usually quoted as changes in the Wholesale Price Index (WPI), for all commodities. Explain the effect of Inflation on business.

(CO3) [Comprehension]

9. Accurate information and personalized data should be there from environmental scanning. it is important tool to understand the forces better. Explain external forces that influences the business.

(CO1) [Comprehension]

10. Explain SWOT Analysis as a tool of environmental scanning and monitoring.

(CO1) [Comprehension]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS   4 X 10 = 40M

11. A SWOT analysis is designed to facilitate a realistic, fact-based, data-driven initiatives, or within its industry. The organization needs to keep the analysis accurate by avoiding pre-conceived beliefs or gray areas and instead focusing on real-life contexts. Companies should use it as a guide and not necessarily as a prescription. Explain the importance of SWOT Analysis.

(CO1) [Comprehension]

12. The Commission has not released any reports but has made available some statistics on its website. From January 2011 to October 2012, it received a total of 28,672 RTI applications and it successfully disposed of 18,524 of these applications. The number of cases pending since November, 2005 are 16552. Explain the objectives of RTI Act.

(CO2) [Comprehension]

13. Inter-relatedness factors shows how each of the parts of the Business is interrelated to each other. Explain how are the various dimensions of business environment inter related?

(CO2) [Comprehension]

14. A study of the Fortune 100 Best Companies to Work For found that businesses, where employees enjoy working experience, reduced turnover, higher customer satisfaction, and better financial performance. Explain current socio economic environment of India.

(CO4) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS   2 X 20 = 40M

15. Social audit is a tool for evaluating how satisfactorily a company has discharged its social responsibilities. Social audit enables the public as well as the company to evaluate the social performance of the company. Explain the benefits of Social Audit.

(CO4) [Comprehension]

16. Business may be understood as the organized efforts of enterprise to supply consumers with goods and services for a profit. Businesses vary in size, as measured by the number of employees or by sales volume. Explain different purposes of business.

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(CO1) [Application]