

Term End Examination – December, 2017
Program Title: Diploma/Post-Graduate Diploma in Management
Course Title: Understanding of Business and its Environment
Course Code: MP-01
(Session 2017-18)

Time -3 hours
Full Marks -100

Answer any four questions from Group – 'A', any two questions from Group – 'B'
and any three questions from Group –'C'.

Group – 'A'

(Answer any four questions each within 100 words)

Q.No.1: Write short notes on:

Marks: 5×4 =20

- (a) What do you understand by business?
- (b) What are the primary requirements to run a business?
- (c) Who is a potential customer?
- (d) What do you mean by business ethics?
- (e) Is business a part of society?
- (f) What is economic environment?
- (g) Define globalization.

Group – 'B'

(Answer any two questions each within 250 words)

Q.No.2

Marks: 10×2=20

- (a) How do business activities impact other activities in society?
- (b) Discuss the relationship between business and society.
- (c) Is it necessary for an enterprise to understand the market conditions? Discuss.
- (d) State any two features of business environment.
- (e) Explain any two effects of liberalization of Indian economy.

Group –'C'

(Answer any three questions each within 500 words)

Marks: 20×3=60

- Q.No.3** Explain the significance of business environment.
 - Q.No.4** Discuss the SWOT analysis for the survival of a business enterprise.
 - Q.No.5** Mention the different types of business environment.
 - Q.No.6** Explain the objectives and features of corporate social responsibility.
 - Q.No.7** Illustrate the duties and responsibilities of the business towards society.
 - Q.No.8** Business environment helps the firm to identify the opportunities for business.
Discuss.
-