

Second Semester FYUGP Degree Examination April 2025
KU2DSCCOM106 - MODERN BUSINESS ENVIRONMENT
2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Name the different factors that make up the business environment.
2. How does globalization affect business operations?
3. What is meant by the "exchange of influence and power" between business and its environment?
4. Discuss the importance of financial resources.
5. Describe about organizational structure.
6. Describe the "political-legal environment" and its importance to businesses.
7. How do economic factors influence a business in a PESTLE analysis?
8. How do legal factors affect business operations in the environmental analysis process?

Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the meaning of business and differentiate it from other economic activities like professions and employment.
10. Explain government policies and regulations affect business operations.
11. Explain the importance of intellectual resources (such as patents and trademarks) in the business environment.
12. Explain the importance of conducting a PESTEL analysis in understanding the macro environment.
13. Discuss how macro environmental factors influence business decision-making and performance.
14. Explain the role of technological advancements in business environmental analysis.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Examine the process of developing a strategic response within an organization. What are the key steps involved in creating a strategic response plan?
16. Explain the concept of a holistic strategic response in business. How does adopting a holistic approach to strategy help businesses address both internal and external challenges?
17. Discuss the significance of an organization's value system in shaping its future development.

Don Bosco Arts and Science College
Angadikadavu, Kannur
lib.donbosco.ac.in

