


Name:	
Enrolment No:	

UPES

End Semester Examination, December 2024

Course: Business Environment

Program: MBA All

Course Code: HRES 7028

Semester: I

Time: 03 hrs.

Max. Marks: 100

Instructions:

- **This is a CLOSE BOOK exam.**
- **All questions are mandatory.**
- **The use of laptops, internet access, mobile phones, and other electronic devices is strictly prohibited during the exam**
- **Use of unfair means will result in immediate disciplinary action.**

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	(i) Campa Cola, a brand of soft drink was originally developed by a) Reliance b) Pure Drinks c) Coca Cola d) Parle	2	CO1
	(ii) Which of the following is a component of internal business environment: a) Suppliers b) Legal environment c) Human resources d) Customers	2	CO1
	(iii) Lifestyle is a component of factors in case of PESTEL analysis a) social factors b) technology factors c) environmental factors d) political factors	2	CO1
	(iv) Which of the following was a major factor behind the failure of the Tata Nano project in Singur? a) Lack of consumer interest b) Poor marketing strategy c) Political and social opposition in West Bengal d) Technical flaws in the car design	2	CO1
	(v) A company analyzing its strengths, weaknesses, opportunities, and threats is conducting a: a) PESTEL analysis b) SWOT analysis c) Porter's Five Forces analysis d) Competitor analysis	2	CO1

	(vi) Which of the following is true regarding the transparency of political funding through Electoral Bonds? a) The identity of the donor is made public b) Political parties receiving Electoral Bonds must disclose the amount received but not the donor's identity c) Political parties must disclose the donor's identity publicly d) The identity of the donor is fully transparent to the public	2	CO1
	(vii) What type of business model does "Biryani By Kilo" follow? a) Cloud kitchen and high street dine-in model b) Franchise-based model c) Offline only model d) Online-only delivery model	2	CO1
	(viii) Which factor contributed most to the decline of Bajaj Chetak's popularity in the late 1990s? a) Increased preference for motorcycles with higher performance b) The entry of electric vehicles into the market c) Rising fuel costs and lack of fuel efficiency d) Government regulations on scooter emissions	2	CO1
	(ix) Which of the following policies was NOT a part of the 1991 economic reforms? a) Liberalization of foreign investment policies b) Nationalization of private sector companies c) Deregulation of industries d) Reduction in import tariffs	2	CO1
	(x) Paytm started as a platform for which of the following services? a) Online shopping b) Mobile and DTH recharges c) Online food delivery d) Ride-hailing services	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 2	"How do Porter's Five Forces influence the competitive dynamics of the Tata Nano in the low-cost car market?"	5	CO2
Q 3	What factors contributed to Airbnb's initial success despite being founded during the 2008 financial crisis?	5	CO2
Q 4	What was the purpose of electoral bonds, and how did the Supreme Court's declaration of them as unconstitutional impact businesses and political funding?	5	CO2
Q 5	How can SWOT analysis help a company evaluate its internal capabilities and external factors, and what are the limitations of this framework in making strategic decisions?	5	CO2

SECTION- C (Attempt Any 3)**3Qx10M=30 Marks**

Q 6	How do the elements of Porter's Diamond Model contribute to the global competitiveness of an industry in a specific country? Illustrate with the example of Germany's automotive sector.	10	CO3
Q 7	How can businesses use the Product Life Cycle model to guide product development, marketing, and pricing decisions across the stages of introduction, growth, maturity, and decline? What strategies should companies adopt at each stage to optimize product success?	10	CO3
Q 8	Why did the Maruti 800 achieve significant success and become a cultural icon in India, while the Tata Nano, despite being marketed as the 'People's Car,' struggled to capture a similar market share? Use the PESTEL framework to explain the contrasting outcomes of these two vehicles.	10	CO3
Q 8.A	What different policies and procedural initiatives have been taken by the government of India in recent years to improve the business environment and attract foreign direct investment in the country and what have been the results thereof?	10	CO3

SECTION- D (Attempt Any 2)**2Qx15M= 30 Marks**

Q 9	Biryani by Kilo is faced with key strategic decisions, such as whether to expand its focus to the mainstream market or remain focused on its niche audience. Additionally, should BBK explore the launch of ready-to-eat packaged products? Analyze the potential implications of these choices on the brand's growth and market positioning.	15	CO4
Q 10	The 1991 economic reforms in India marked a significant transition from a highly controlled economy to a more liberalized, market-driven approach, setting the stage for economic growth. In light of this: a) What were the major reforms introduced during India's 1991 liberalization process? b) How did these reforms impact India's economy, industrial sector, and foreign investment climate, both in the short-term and long-term ? Support your answer by giving an example of any company(ies).	15	CO4
Q 10.A	The documentary film "The Great Hack" delves into the Cambridge Analytica scandal, a significant data privacy breach that exposed the extent to which personal data can be harvested and manipulated for business and political purposes. Cambridge Analytica, a data analytics firm, harvested the personal data of millions of Facebook users without their consent. This data was then used to target voters with highly personalized political advertisements, influencing elections and potentially undermining democratic processes. Such practices are continuing around the world. Questions: i. What are the potential consequences of data breaches, and how can organizations mitigate these risks for congenial business environment? (5) ii. What steps have been and can be taken to ensure the integrity of social media platforms to combat the spread of misinformation, manipulate consumer choices and influence public opinion? (5) iii. What are the challenges and opportunities for individuals and organizations in the age of digital surveillance, such as artificial intelligence and machine learning, to ensure data privacy and security. How can these technologies be used to enhance data protection and security? (5)	15	CO4