Second Semester FYUGP Commerce Examination
APRIL 2025 (2024 Admission onwards)
KU2DSCCOM106 (MODERN BUSINESS ENVIRONMENT)
(DATE OF EXAM: 30-4-2025)

Time : 120 min
Maximum Marks : 70

Part A (Answer any 6 questions. Each carries 3 marks)

1. What is the importance of understanding the business environment? 3

2. Name the different types of business organizations. 3

3. Explain the role of human resources in the exchange between a business and its environment. 3

4. What does the acronym PESTEL stand for in macro environmental analysis? 3

5. List two technological factors that can influence business operations. 3

6. What are the external factors in business environmental analysis? 3

7. What are the key features of a competitive strategy in business? 3

8. How does a company's internal environment influence its strategic response? 3

Part B (Answer any 4 questions. Each carries 6 marks)

9. Explain the importance of profit in business and how it contributes to the growth and sustainability of a company. 6

10. Explain government policies and regulations affect business operations. 6

11. Explain how businesses use influence to negotiate favourable terms with suppliers and customers. 6

12. Explain the impact of inflation on business planning and consumer purchasing power. 6

13. Explain the concept of business environmental analysis and its significance for organizations. 6

14. Explain the need for businesses to monitor both internal and external environmental factors. 6

Part C (Answer any 2 question(s). Each carries 14 marks)

15. Evaluate how businesses can adapt their strategies to effectively respond to changes in both the micro and macro environments. 14

16. Discuss how internal environmental factors influence a company's ability to adapt with the environment. 14

17. Critically evaluate the three types of strategic responses—least resistance, proceed with caution, and dynamic response—and analyse how businesses can select and implement each one of them. 14