

**Program:** F.Y.B.Com (A&F) **Semester:** II **Program Code:** UGAF03  
**Course:** Business Environment **Course Code:** NUAF203  
**Duration:** 1 Hour **Examination Pattern:** NEP- Autonomous- External **Max. Marks:** 30

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

**Examination:**  
**REGULAR**

Q. 1	Attempt the following.	[10]	Course Outcome	Knowledge Level								
	<b>(a) Read the Case Study and Answer the questions.</b>	[05]										
	<p>GlobaWear, a multinational clothing company, set up a large manufacturing unit in Riverland, a developing country. The company brought modern machines, foreign investment, and trained local workers, creating many jobs. Local suppliers received regular orders, and product quality improved due to global standards. Exports from Riverland increased significantly. However, small local garment makers struggled to compete with GlobaWear's low prices and branding. The company used large amounts of water and electricity, raising environmental concerns. Most profits were sent back to its home country. Gradually, GlobaWear gained strong influence over market prices and policies.</p> <p>Questions:</p> <p>1) Explain any two demerits of MNCs faced by Riverland.            2) Do you think MNCs are beneficial for developing countries? Justify using the case.</p>	[02] [03]	CO3	L2, L5								
	<b>(b) Fill in the blanks with an appropriate answer from the alternatives given.</b>	[05]										
	<p><b>I</b> SWOT analysis is used to:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>a.</b> Analyze strengths and weaknesses</td> <td style="width: 50%;"><b>b.</b> Increase production</td> </tr> <tr> <td><b>c.</b> Fix prices</td> <td><b>d.</b> Appoint staff</td> </tr> </table> <p><b>II</b> Value creation in business refers to:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>a.</b> Government taxation</td> <td style="width: 50%;"><b>b.</b> Social welfare</td> </tr> <tr> <td><b>c.</b> Adding utility to goods/services</td> <td><b>d.</b> Loss making</td> </tr> </table>	<b>a.</b> Analyze strengths and weaknesses	<b>b.</b> Increase production	<b>c.</b> Fix prices	<b>d.</b> Appoint staff	<b>a.</b> Government taxation	<b>b.</b> Social welfare	<b>c.</b> Adding utility to goods/services	<b>d.</b> Loss making		CO1, CO2, CO3	L1, L2
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	<b>III</b>	Employees and management form part of:			
	<b>a.</b>	Internal environment	<b>b.</b>	Global environment	
	<b>c.</b>	External environment	<b>d.</b>	Political environment	
	<b>IV</b>	The Uruguay Round led to the formation of:			
	<b>a.</b>	UN	<b>b.</b>	WTO	
	<b>c.</b>	IMF	<b>d.</b>	World Bank	
	<b>V</b>	Environmental concerns in global trade include:			
	<b>a.</b>	Innovation	<b>b.</b>	Higher profits	
	<b>c.</b>	Market access	<b>d.</b>	Overuse of natural resources	
<b>Q. 2</b>		<b>Attempt any ONE of the following.</b>		<b>[10]</b>	<b>Course Outcome</b>
	<b>(a)</b>	Evaluate the PESTEL factors of any brand of your choice.			<b>CO2</b>
		<b>OR</b>			
	<b>(b)</b>	Judge the effectiveness of SWOT Analysis as an environmental scanning technique.			<b>CO2</b>
<b>Q. 3</b>		<b>Attempt any ONE of the following.</b>		<b>[10]</b>	<b>Course Outcome</b>
	<b>(a)</b>	Examine the Need for FDI in developing countries.			<b>CO3</b>
		<b>OR</b>			
	<b>(b)</b>	Analyze the components of the Internal and External environments of an organisation.			<b>CO1</b>

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