


Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UPES

End Semester Examination, December 2024

Course: Business Environment

Program: BBA, B.Com. – All

Course Code: HRES 1013

Semester: I

Time: 03 hrs.

Max. Marks: 100

Instructions:

- **This is a CLOSED 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) What primary reason led the RBI to impose restrictions on Paytm Payments Bank (PPBL) in 2024? a) Failure to meet the required capital adequacy ratio b) Concerns related to persistent non-compliance and supervisory issues c) Inability to attract new customers d) Fraudulent transactions detected by the Enforcement Directorate	2	CO1
	(ii) What is the primary purpose of the Net Promoter Score (NPS) metric? a) To measure customer retention rates b) To evaluate customer loyalty and likelihood of recommending a brand c) To assess employee satisfaction levels d) To calculate product satisfaction based on customer ratings	2	CO1
	(iii) What is the correct formula to calculate the Enterprise Value (EV) of a company? a) $EV = \text{Market Capitalization} + \text{Market value of Debt} - \text{Cash and Cash Equivalents}$ b) $EV = \text{Market Capitalization} + \text{Market value of Debt} + \text{Cash and Cash Equivalents}$ c) $EV = \text{Total Assets} - \text{Total Liabilities} + \text{Cash and Cash Equivalents}$ d) $EV = \text{Total Liabilities} - \text{Market value of Debt} - \text{Cash and Cash Equivalents}$	2	CO1
	(iv) In the context of Porter's Five Forces, threat of substitutes is most significant when: a) The substitute products have lower prices and similar quality b) There are significant switching costs for customers c) Suppliers have strong bargaining power d) New entrants are facing barriers to entry	2	CO1

	<p>(v) Which of the following is an example of 'Related and Supporting Industries' in Porter's Diamond Model?</p> <ul style="list-style-type: none"> a) The relationship between car manufacturers and suppliers of high-tech automobile parts b) The availability of natural resources like oil and minerals c) The level of competition within the domestic market d) The innovation in research and development in consumer goods 	2	CO1
	<p>(vi) What is the formula for calculating market capitalization of a company?</p> <ul style="list-style-type: none"> a) Total assets \times Total liabilities b) Total revenue \times Total profit c) Share price \times Number of outstanding shares d) Total debt \times Shareholders' equity 	2	CO1
	<p>(vii) What was the main contention between Tata Motors and the Trinamool Congress regarding the Nano plant in Singur?</p> <ul style="list-style-type: none"> a) Disagreement over land acquisition and compensation b) Disagreement over the project's environmental impact c) Disagreement over the project's technological feasibility d) Disagreement over the location of the factory 	2	CO1
	<p>(viii) Which factor contributed most to the decline of Bajaj Chetak's popularity in the late 1990s?</p> <ul style="list-style-type: none"> 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
	<p>(ix) Which of the following policies was NOT a part of the 1991 economic reforms?</p> <ul style="list-style-type: none"> a) Liberalization of foreign investment policies b) Nationalization of private sector companies c) Deregulation of industries d) Reduction in import tariffs 	2	CO1
	<p>(x) In <i>The Great Hack</i>, what broader ethical concern is raised about the "data economy" and its impact on individual autonomy?</p> <ul style="list-style-type: none"> a) It democratizes access to information for all users equally b) It emphasizes the role of social media in building community relationships c) It commodifies personal data, potentially undermining individual free will and decision-making d) It supports informed decision-making through transparent algorithms 	2	CO1

SECTION B			
4Qx5M= 20 Marks			
Q 2	Explain the SWOT Analysis framework with specific reference to Parle-Cola .	5	CO2
Q 3	What is the Hub-and-Spoke Model in logistics strategies of businesses, and why is it primarily adopted by organizations?	5	CO2
Q 4	Explain the International Product Life Cycle (IPLC) theory, using a specific product to illustrate each stage.	5	CO2
Q 5	Evaluate the impact of electoral bonds on small businesses and emerging startups.	5	CO2
SECTION- C (Attempt Any 3)			
3Qx10M=30 Marks			
Q 6	How do changes in the political environment influence business operations and growth? Explain with reference to the classic case of Coca-Cola .	10	CO3
Q 7	Explain Porter's Five Forces model and analyze its application to Tata Motors' strategy for the Tata Nano in the ultra-low-cost car market, focusing on competitive rivalry, threat of new entrants, threat of substitutes, and the bargaining power of suppliers and buyers.	10	CO3
Q 8	What strategic dilemmas does Biryani by Kilo (BBK) face in its expansion plans, and how do these challenges influence its decision between scaling through "ready-to-eat" biryani kits or adopting a franchise model?	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	Describe the concept of PESTEL analysis and explain its role in shaping business strategies. Using Bajaj Chetak as an example, evaluate how the various factors within the PESTEL framework-Political, Economic, Social, Technological, Environmental, and Legal-have impacted the development, market entry, and positioning of the electric scooter in India.	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.	15	CO4

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)