



Name:  
Enrolment No:

**UPES**

**End Semester Examination, December 2023 (for special arrear 2021)**

**Program: MBA**  
**Course: BUSINESS ENVIRONMENT**  
**Course Code: HRES 7028**

**Semester: I**  
**Time : 03 hrs.**  
**Max. Marks: 100**

**INSTRUCTIONS:**

- *This is a CLOSED-BOOK EXAM. Only Non-scientific calculator is allowed.*
- *Smart watches/ Earbuds / Cellphones / Tablets / Laptops / Books / Notes etc. are STRICTLY NOT allowed.*
- *All questions are compulsory. Your answers must be “brief & to the point.”*

S. No.	SECTION A 10Qx2M=20Marks	Marks	CO
Q 1.	MULTIPLE CHOICE QUESTIONS	20	CO1
	<p>I) Micro environment is also called as _____.</p> <p>A. General environment. B. Operating environment. C. Economics environment. D. Political environment</p> <p>II) India is good example for _____ economy.</p> <p>A. Socialist. B. Mixed C. Capitalist. D. Communist.</p> <p>III. ____ amongst the following is an internal cause of industrial sickness.</p> <p>A. Recession B. Ineffective sales promotion C. Changes in customer’s demand D. Changes in government policies.</p> <p>IV. Khadi and village industries are identified as</p> <p>A. Large-scale industries B. Traditional small-scale industries C. Modern small-scale industry D. Medium-scale industry</p>		

- V. IPR stands for
- A. Indian property rights
  - B. Important property rights
  - C. Intellectual property rights
  - D. Institutional property rights

VI. The process of transferring the ownership, management and control of a public sector partially/entirely to the private sector is known as \_\_\_\_\_.

- A. Globalization
- B. Liberalization
- C. Privatization
- D. None of the above

VII. What is the full form of the LQP system that existed before the onset of the New Economic Policy (NEP) in 1991?

- A. License, quota and permit
- B. License, quota and privatization
- C. Liberalization, quota and permit
- D. None of the above

VIII. A company decides to use a logo that has the same shape as its competitor but with a different color. It is a violation of:

- A. Copy rights
- B. Trade mark
- C. Patent
- D. Industrial designs

IX. What is the primary purpose of the Social Security Administration?

- A. To provide healthcare to seniors
- B. To administer public housing programs
- C. To provide financial assistance to disabled individuals
- D. To administer retirement, survivors, and disability insurance programs.

X. Which of the following is the outcome of the globalization of a country's economy?

	A. Outsourcing B. Privatization C. Liberalization D. None of the above		
<b>SECTION B</b> <b>4Q x 5M= 20 Marks</b>			
<b>Q 2</b>		<b>20</b>	<b>CO2</b>
	<p>i) Write a note on “Globalization and Liberalization of India’s Foreign Investment Policy.”</p> <p>ii) What necessitated the adoption of New Economic Policy in India in 1991?</p> <p>iii) What were the main features of the Economic Reforms introduced by the Government of India in 1991?</p> <p>iv) How far have the objectives of the Economic Reforms introduced in 1991 have been achieved?</p>		
<b>SECTION-C</b> <b>3Q x10M=30 Marks</b>			
<b>Q 3</b>		<b>30</b>	<b>CO3</b>
	<p>i) Discuss the important characteristics of macro environment and distinguish it from micro environment.</p> <p>ii) Discuss “Corporate Social Responsibility is concerned with balancing the objectives of profit with social goals”.</p> <p>iii) “The eco-political environment in India is favourable for the industrial development of the country.” Analyse this statement.</p>		
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			

Q 4	CASE STUDIES		
	<p>The government recognizes the importance of startups in driving innovation and economic growth. Various ministries and departments in Government of India have introduced schemes to provide financial, infrastructural, and regulatory support to startups. The listed schemes cover sectors like technology, manufacturing, agriculture, healthcare, and many more.</p> <p>List out the salient features like objectives, eligibility criteria, application process, and benefits, of a scheme of your choice, and assess whether it has picked up or not and if not, mention the reasons thereof.</p>	15	CO4
Q5	<p>The sharing economy, also referred to as collaborative consumption, can be defined as an economic model that allows individuals to borrow or rent assets owned by other individuals. The concept of the sharing economy had existed for thousands of years, but the development of the Internet allowed the peer-to-peer rental market to expand hugely, and in 2011 collaborative consumption was identified by Time Magazine on its list of “10 Ideas That Will Change the World.” By 2015, the sharing economy had emerged as a serious economic model; five key sectors using this model were travel, car sharing, finance, staffing, and music and video streaming. A Price Waterhouse Coopers report projected that these five key sharing sectors would likely increase global revenues from \$15 billion in 2015 to \$335 billion by 2025.</p> <p>Uber’s ride hailing service is a component of the sharing economy which provides a technological platform to allow customers to receive easy and reliable access to a ride using an <b>Application</b> through which customers/travelers’ connect with drivers who are considered “independent agents”.</p> <ol style="list-style-type: none"> <li>i. What are the key drivers, benefits and challenges of the sharing economy?</li> <li>ii. What are the strengths, weaknesses, opportunities and threats Uber faces in the emerging markets like China and India?</li> <li>iii. Uber’s quest for global expansion and leadership role in the sharing economy what strategies should Uber implement?</li> </ol>	15	CO4

	<b>Answer the above questions, each question is of 5 marks.</b>		
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