



**SREENIVASA INSTITUTE of TECHNOLOGY and MANAGEMENT STUDIES
(AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES
BUSINESS ENVIRONMENT**

QUESTION BANK

I MBA / I SEMESTER

REGULATION: R22



COMPILED BY

FACULTY INCHARGE :

DR.R.PRIYADHARSINI

ASSOCIATE PROFESSOR

PROGRAMME :

MBA



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BUSINESS ENVIRONMENT 22MBA112

I MBA – Semester - I					
Course Code	BUSINESS ENVIRONMENT	L	T	P	C
22MBA112		4	0	0	4
Course Educational Objectives:					
CEO1: Understand the concept, significance and changing dimensions of Business Environment					
CEO2: Identify various types of Business Environment and tools for scanning the Environment					
CEO3: Gain insights Trends in Revenue and Expenditure of Central and State Governments					
CEO4: Understand the Impact of WTO on Various Aspects of Indian Economy					
CEO5: Gain insights on Trade Zone–Export Processing Zone–Special Economic Zones					
UNIT - I	Industrial Policy, Globalization and FDI				Lecture Hrs: 10
1956 Industrial Policy - 1991 Industrial Policy – Globalization - Global Trade and Developing Countries - Globalization and its Impact on India - FDI Strategies – Acquisitions and Greenfield Investment – FDI Theories and Concepts – FDI and Developing Countries – FDI in India – Benefits of FDI – EXIM Policy.					
UNIT - II	Fiscal Policies and Balance of Payments				Lecture Hrs: 10
Public Revenue and Expenditure–Public Debt – Trends in Revenue and Expenditure of Central and State Governments – Deficit Financing in India – Highlights of Budget - Balance of Payments - Structure and Components of Balance of Payments – Causes and Correction Measures of Disequilibrium in Balance of Payments.					
UNIT - III	International Trade Regulatory Frame Work				Lecture Hrs:10
Trade Barriers - Tariff and Non-Tariff Barriers – Quotas – Export Promotion and Import Substitution - Foreign Exchange Market - Exchange Rate and its Impact on Exports and Imports – Foreign Exchange Risk - FEMA.					
UNIT - IV	World Trade Organization				Lecture Hrs:12
GATT–Uruguay Round–WTO–TRIPs–TRIMs–GATS - Dispute Settlement Body – Anti Dumping Measures – Impact of WTO on Various Aspects of Indian Economy.					
UNIT - V	Economic Zones				Lecture Hrs:8
Foreign Trade Zone–Export Processing Zone–Special Economic Zones (SEZs) – Evaluation of SEZs Policy.					
Course Outcomes (CO) :					
On successful completion of the course the student will be able to					POs & PSOs related to COs
CO1	Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives				PO1, PO2, PO4, PSO1, PSO2
CO2	Identify the Trends in Revenue and Expenditure of Central and State Governments				PO1, PO2, PO4, PO5, PSO1, PSO2
CO3	Identify Tariff and Non tariff barriers and their Impact on Exports and Imports				PO1, PO2, PO3, PO4, PSO1, PSO2
CO4	Analyze the Impact of WTO on Various Aspects of Indian Economy.				PO1, PO2, PO4, PSO1, PSO2

CO5	Examine the role of Foreign Trade Zone and Export Processing Zone policies in India	PO1, PO2, PO4, PSO1, PSO2
Text Books:		
<ol style="list-style-type: none"> 1. Indian Economy, 62/e, Datt & Sundhram, Sultan Chand & Sons, New Delhi, 2011. 2. Essentials of Business Environment (Text, Cases & Exercises), 4/e, K. Aswathappa, Himalaya Publishing House. 2021. 3. International Business, Text and Cases, 5/e, Francis Cherunilam, PHI Learning Private Limited, New Delhi, 2011. 		
Reference Books:		
<ol style="list-style-type: none"> 1. Business Environment Text and Cases, 20/e, Francis Cherunilam, Himalaya Publishing House, Mumbai, 2011. 2. Essentials of Business Environment, 10/e, K. Aswathappa, Himalaya Publishing House, Mumbai, 2010. 3. Indian Economy, 28/e, Misra and Puri, Himalaya Publishing House, Mumbai, 2010. 4. International Business, Text and Cases, 3/e, P. Subba Rao, Himalaya Publishing House, Mumbai, 2012. 5. International Business, 5/e, Justin Paul, PHI Learning Private Limited, New Delhi, 2011. 		
Online Learning Resources:		
<p> https://mycbseguide.com/blog/business-environment-class-12-notes-business-studies https://byjus.com/commerce/business-environment https://www.wto.org/english/tratop_e/envir_e/envt_rules_gatt_e.htm https://cdrpc.org/programs/economic-development/foreign-trade-zone-121/ftz-benefits </p>		



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MANAGEMENT INFORMATION SYSTEM(18MBA125)

Course Outcomes:

On successful completion of the course, students will be able to		POs & PSOs related to COs
CO1	Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives	PO1, PO2, PO4, PSO1, PSO2
CO2	Identify the Trends in Revenue and Expenditure of Central and State Governments	PO1, PO2, PO4, PO5, PSO1, PSO2
CO3	Identify Tariff and Non tariff barriers and their Impact on Exports and Imports	PO1, PO2, PO3, PO4, PSO1, PSO2
CO4	Analyze the Impact of WTO on Various Aspects of Indian Economy.	PO1, PO2, PO4, PSO1, PSO2
CO5	Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives	PO1, PO2, PO4, PSO1, PSO2

COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):

. COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):

Course	PO	PO	PO	PO	PO	PO	PO	PO	PO	PSO1	PSO2
	CO	1	2	3	4	5	6	7	8		
C1102 : BUSINESS ENVIRONMENT	C1102.1	3	3	-	3	-	-	-	-	3	3
	C1102.2	3	3	-	3	3	-	-	-	3	3
	C1102.3	3	3	3	3	-	-	-	-	3	3
	C1102.4	3	3	-	3	-	-	-	-	3	3
	C1102.5	3	3	-	3	-	-	-	-	3	3
	C1102	3	3	3	3	3	3	-	-	-	3



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BUSINESS ENVIRONMENT(22MBA112)

QUESTION BANK

Question No.	Questions	PO Attainment
UNIT-I: Industrial Policy, Globalization and FDI :		
PART-A (Two Marks Questions)		
1	Define Business Environment	PO1
2	Classify Business Environment	PO1
3	List the components of Internal Environment	PO1
4	List the components of External Environment	PO1
5	Explain PEST	PO1
6	Explain Globalization	PO1
7	List the objectives of Industrial Policy 1956	PO1
8	List the objectives of Industrial Policy 1991	PO2
9	Illustrate Developing Countries	PO2
10	Explain FDI	PO1
11	Explain Acquisition	PO2
12	Explain Greenfield investments	PO2
13	Compare Acquisition and Green Field Investment	PO1
14	List the benefits of FDI	PO1
15	Explain EXIM policy	PO2
PART-B (Ten Marks Questions)		
1	Elaborate the Nature and scope of Business Environment	PO1,2,4
2	List and explain the Types of Business Environment	PO1,2,4
3	Analyze the objectives and features of Industrial Policy 1991.	PO1,2,4
4	Compare and contrast Industrial Policy 1956 and 1991.	PO1,2,4
5	Illustrate the process of global trade in developing countries.	PO1,2,4
6	Outline the impact of globalization in India.	PO1,2,4
7	Analyze the theories of Foreign Direct Investment.	PO1,2,4
8	List and explain the FDI strategies	PO1,2,4
9	Demonstrate the benefits of FDI and its challenges in India	PO1,2,4
10	Examine the objectives and features of EXIM Policy	PO1,2,4



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Question No.	Questions	PO Attainment
UNIT- II: Fiscal Policies and Balance of Payments:		
PART-A (Two Marks Questions)		
1	Compare monetary and fiscal policies	PO1
2	Illustrate monetary policy	PO1
3	Illustrate Fiscal Policy	PO1
4	Explain Public Revenue	PO1
5	List Public Revenues	PO1
6	Explain Public Expenditure	PO1
7	Illustrate public Expenditure	PO1
8	Explain public Debt	PO1
9	Explain Deficit Financing	PO1
10	Explain Public Budget	PO1
11	Explain BOP	PO1
12	List out the accounts in BOP	PO1
13	List the components of Revenue account in BOP	PO2
14	List out the components of Capital Account in BOP	PO1
15	Explain Disequilibrium in BOP	PO1
PART-B (Ten Marks Questions)		
1	Analyze the sources of public revenue	PO1,2,3,5
2	Classify and explain public expenditure.	PO1,2,3,5
3	Examine the trends in Public Revenue and Expenditure	PO1,2,3,5
4	Examine the sources of Deficit Financing in India	PO1,2,3,5
5	Classify public Budget	PO1,2,3,5
6	Explain the structure of Balance of Payment	PO1,2,3,5
7	Examine the causes for disequilibrium in BOP	PO1,2,3,5
8	List out the methods of managing disequilibrium in BOP.	PO1,2,3,5
9	Outline the Highlights of Recent Budget	PO1,2,3,5
10	Analyze the revenue system of the Government.	PO1,2,3,5



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Question No.	Questions	PO Attainment
UNIT-III: International Trade Regulatory Frame work		
PART-A (Two Marks Questions)		
1	Explain International Trade	PO2
2	Explain Regulatory System	PO2
3	Explain Tariff barriers	PO2
4	List the Tariff barriers	PO2
5	Explain Non tariff barriers	PO2
6	List tariff and non tariff barriers	PO2
7	Compare Tariff and Non tariff Barriers	PO2
8	Explain Quotas	PO2
9	Explain export promotion	PO2
10	Explain Import substitution	PO2
11	List out the strategies for export promotion	PO2
12	List out the strategies for import substitution	PO2
13	Explain Foreign Exchange Risk	PO1
14	Classify Foreign Exchange Risk	PO1
15	Explain FEMA	PO1
PART-B (Ten Marks Questions)		
1	Examine the trade barriers in International Trade.	PO1,2,3,4
2	Compare and contrast the tariff and non tariff barriers and its impact on international trade.	PO1,2,3,4
3	“Quotas are meant for import substitution”. Explain	PO1,2,3,4
4	Analyze the methods of Export Promotion and Import Substitution.	PO1,2,3,4
5	Examine the framework of Foreign Exchange Market	PO1,2,3,4
6	Analyze the impact of Foreign Exchange Rates on Import and Export.	PO1,2,3,4
7	Classify Foreign Exchange Risks	PO1,2,3,4
8	Explain the strategies to mitigate foreign exchange risks.	PO1,2,3,4
9	Analyze the objectives and features of FEMA	PO1,2,3,4
10	Compare FEMA and FERA	PO1,2,3,4



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Question No.	Questions	PO Attainment
UNIT-IV: World Trade Organization		
PART-A (Two Marks Questions)		
1	Explain WTO	PO1
2	List the functions of WTO	PO1
3	List the objectives of WTO	PO1
4	Explain Uruguay Round	PO1
5	Explain GATT	PO1
6	Explain TRIPS	PO1
7	Explain TRIMs	PO1
8	Compare TRIPs and TRIMs	PO1
9	Explain Intellectual Property Right	PO1
10	Explain Copyright	PO1
11	Explain Trademark	PO1
12	Explain Patent	PO1
13	List out the participants in Dispute settlement Body	PO1
14	Outline the basic requirement for dispute settlement	PO1
15	Explain Antidumping	PO1
PART-B (Ten Marks Questions)		
1	Classify functional information system and mention the important decision making areas under each functional information system.	PO1,2,4
2	List the activities involved in Operational financial information system and explain elaborately.	PO1,2,4
3	Discuss the Strategic and tactical financial information system	PO1,2,4
4	List the activities involved in Strategic and tactical Production information system and explain in detail.	PO1,2,4
5	Discuss the Operational production information system in detail.	PO1,2,4
6	List the activities involved in operational marketing information system and explain	PO1,2,4
7	Discuss the strategic and tactical Marketing information system	PO1,2,4
8	List the activities involved in operational HRIS.	PO1,2,4
9	Discuss the strategic HRIS and its application in decision making.	PO1,2,4
10	Elaborate on tactical HRIS and its application in decision making.	PO1,2,4



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Question No.	Questions	PO Attainment
UNIT -V: Economic Zones		
PART-A (Two Marks Questions)		
1	Explain Economic Zones	PO4
2	Explain SEZ	PO4
3	Explain FTZ	PO4
4	Explain EPZ	PO4
5	Illustrate SEZ	PO4
6	Illustrate FTZ	PO4
7	Illustrate EPZ	PO4
8	Outline the objectives of SEZ	PO4
9	Outline the objectives of EPZ	PO4
10	Outline the objectives of FTZ	PO4
11	List the challenges of SEZ	PO4
12	List the challenges of EPZ	PO4
13	List the challenges to FTZ	PO4
14	Explain the role of Government in Economic Zones	PO4
15	Explain disadvantages of Government policy	PO4
PART-B (Ten Marks Questions)		
1	Examine the role of Economic Zones in development of International Trade	PO4
2	Classify the types of Economic Zones	PO4
3	Illustrate the success story of Special Economic Zones in India	PO4
4	Illustrate the success story of Free Trade Zones in International level	PO4
5	Illustrate the success story of Export Processing Zones	PO4
6	Examine the challenges faced by SEZ	PO4
7	Examine the challenges faced by EPZ	PO4
8	Analyze the SEZ's policy of India	PO4
9	Examine the strengths and weaknesses of SEZ policy of India	PO4
10	Outline the strategies adopted by the Government to promote International Trade	PO4

** ALL THE BEST **