

Code No: 24BA1T4

## I MBA - I Semester - Regular Examinations DECEMBER 2024

### BUSINESS ENVIRONMENT

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.  
 2. Part-A contains 5 essay questions with an internal choice from each unit.  
 Each Question carries 12 marks.  
 3. Part-B contains one Case Study for 10 Marks.  
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

### PART - A

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
1.	a)	Explain Nature and scope of Business Environment.	L3	CO1	6M
	b)	Define Company. Explain various companies classified under Companies Act, 2013.	L1	CO1	6M
OR					
2.	a)	What are the Micro and Macro Environment in detail?	L1	CO1	6M
	b)	Explain the different elements of PESTEL Analysis in detail.	L3	CO1	6M
<b><u>UNIT – II</u></b>					
3.	a)	What is the nature and structure of Indian Economy?	L1	CO2	6M
	b)	Explain the role of public policies in governing Business.	L3	CO2	6M

<b>OR</b>					
4.	a)	Explain the classification and level of public policy.	L3	CO2	6M
	b)	Differentiate between Trade and Monetary policy.	L3	CO2	6M
<b><u>UNIT-III</u></b>					
5.	a)	What do you understand by Globalization? Explain the major challenges faced by India regarding Globalization.	L1	CO3	6M
	b)	Define Interest & exchange rate. Explain Economic condition of India and World.	L3	CO3	6M
<b>OR</b>					
6.	a)	What is the meaning of World's Competitiveness Index? How it helps in India's competitiveness in World's economy?	L1	CO3	6M
	b)	What is India's performance in Ease of Doing Business?	L1	CO3	6M
<b><u>UNIT – IV</u></b>					
7.	a)	Define concept & definition of Business ethics. List the 5 major importances of ethics with suitable examples.	L3	CO4	6M
	b)	What is the various Ethical Dilemma and decision making?	L1	CO4	6M
<b>OR</b>					
8.	a)	Explain different elements of Governance in organizations. What are the major values and morals of business success?	L3	CO4	6M
	b)	Define significance of corporate governance using international perspectives.	L1	CO4	6M

## UNIT – V

9.	a)	What are the types and nature of Corporate Social Responsibility in present day business?	L1	CO5	6M
	b)	Explain the importance and disadvantages of CSR in detail.	L3	CO5	6M

OR

10.	a)	What are the different principal and strategies of Corporate Social Responsibility?	L1	CO5	6M
	b)	Explain the model of CSR using examples.	L3	CO5	6M

## PART – B

	<b>CASE STUDY</b>	BL	CO	Max. Marks
11.	<p>Airbnb, a platform that connects travellers with homeowners offering spare rooms or entire properties, has disrupted the traditional hospitality industry. By offering unique accommodations and personalized experiences, Airbnb has challenged the dominance of hotels and motels. The platform's popularity has grown exponentially, driven by factors such as affordability, flexibility and the desire for authentic local experiences.</p> <p>Airbnb's business model has several key components. First, it acts as a digital marketplace, connecting hosts and guests. Second, it provides a secure payment platform and dispute resolution services. Third, it offers marketing and promotional</p>	L3	CO2	10 M

tools to help hosts attract guests. Fourth, it provides customer support to both hosts and guests.

However, Airbnb has faced challenges, including regulatory issues, concerns about safety and security and competition from other platforms. Despite these challenges, Airbnb has continued to innovate and expand its offerings. The company has introduced new features such as Experiences, which allow guests to book activities and tours hosted by locals. Additionally, Airbnb has invested in sustainable tourism initiatives and social impact programs.

**Questions:**

- a) How has Airbnb disrupted the traditional hospitality industry? What factors have contributed to its success?
- b) What challenges does Airbnb face and how can the company address these challenges to maintain its growth and competitive advantage?