

Name:

Enrolment No:



University of Petroleum & Energy Studies (UPES)
School of Business (SoB)
End-Semester Examination - December 2023

Program: BBA All, B.Com. (Hons.)
Subject / Course: Business Environment
Course Code: HRES 1013

Semester: I
Maximum Marks: 100
Duration: 03 Hours

INSTRUCTIONS:

- This is a **CLOSED-BOOK EXAM**. Only Non-scientific calculator is allowed.
- Cellphones / Tablets / Laptops / Books / Notes etc. are **NOT** allowed.
- All questions are compulsory. If Choice is there, it is *indicated within the question as* OR.
- Your answers must be "brief & to the point."

Q. No.	Questions	Marks	COs
SECTION A 10Q x 2M = 20 Marks			
Q 1.	Human Resources (HR) are part of the _____ for any business. (A) internal environment (B) external environment (C) micro-environment (D) macro-environment	2	CO1
Q 2.	Which of the following could be a <i>Strength</i> , the first component of (S)WOT? (A) The location of a business. (B) Weather. (C) A new international market. (D) All of the above.	2	CO1
Q 3.	Which of the following could be a <i>Weakness</i> , the second component of S(W)OT? (A) Poor quality of goods and services. (B) A developing market such as the Internet. (C) Competitors with access to better channels of distribution. (D) All of the above.	2	CO1

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<p>Q 4.</p>	<p>Which of the following could be an <i>Opportunity</i>, the third component of SW(O)T? (A) Moving into new market segments that offer improved profits. (B) Damaged reputation. (C) A new competitor in your home market. (D) None of the above.</p>	<p>2</p>	<p>CO1</p>
<p>Q 5.</p>	<p>Which of the following could be a <i>Threat</i>, the fourth component of SWO(T)? (A) Positive changes in technology. (B) A market vacated by an ineffective competitor. (C) Lack of marketing expertise. (D) None of the above.</p>	<p>2</p>	<p>CO1</p>
<p>Q 6.</p>	<p>Negotiation theorists generally agree that there are two primary forms of negotiation: _____ & _____. (A) distributive negotiation; integrative negotiation (B) conclusive negotiation; distributive negotiation (C) conclusive negotiation; integrative negotiation (D) Michael Scott negotiation; Steve Carell negotiation.</p>	<p>2</p>	<p>CO1</p>
<p>Q 7.</p>	<p>When the fixed or storage costs are very high, firms are provoked to take measures to increase sales for _____ or, _____. (A) improving capacity utilization; reducing storage costs (B) increasing labor wages; reducing labor hours (C) improving Human Resources (HR) practices; reducing lunch time (D) investing in new infrastructures; de-investing in employees' welfare.</p>	<p>2</p>	<p>CO1</p>
<p>Q 8.</p>	<p>Tesla is an American automotive and clean energy company; some of the Tesla cars are produced in its Shanghai Gigafactory. In 2022, Tesla produced \$25 billion worth of cars in Shanghai and sold \$12 billion in Norway and \$13 billion in China. In addition, it sold \$2 billion from the previous year's inventory in China. The transactions just described contribute how much to China's Gross Domestic Product (GDP) for 2022? (A) \$25 billion. (B) \$13 billion. (C) \$15 billion. (D) \$27 billion.</p>	<p>2</p>	<p>CO1</p>
<p>Q 9.</p>	<p>Which of the following statements is NOT true about Infosys Technologies Limited? (A) Infosys is a privately held company. (B) Infosys is a publicly held company. (C) Infosys began trading on Nasdaq since 1999. (D) Infosys has won the first ever National Corporate Governance Award (1999) in India.</p>	<p>2</p>	<p>CO1</p>


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Q 10.	Product differentiation is one of the main characteristics of (A) a monopolistic competitive industry. (B) a perfectly competitive industry. (C) Both (A) and (B). (D) an oligopolistic industry.	2	CO1
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SECTION B
4Q x 5M = 20 Marks

Q 11.	<p>Identify the missing components of the Micro- and Macro-environment in the following figure of a <i>business environment</i>.</p> <div style="text-align: center;"> <pre> graph TD BE[BUSINESS ENVIRONMENT] --> IE[Internal Environment] BE --> EE[External Environment] EE --> ME[Micro (Task/Operating) Environment] EE --> MRE[Macro (General/Remote) Environment] IE --- IEList["• Promoters'/shareholders' values • Mission/objectives • Management structure/nature • Internal power relationship • Company image/Brand equity • Physical assets/facilities • R&D and technological capabilities • Human resources • Marketing capabilities"] ME --- MEQ["?"] MRE --- MREQ["?"] </pre> </div>	5	CO2
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Q 12.	Briefly discuss the concept of a <i>PESTEL analysis</i> in terms of a business. You <u>MUST</u> use any <i>Indian MNC's</i> example for analysing the PESTEL.	5	CO2
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Q 13.	Briefly explain Michael Porter's ' Five Forces ' in the context of competitive structure of industries.		5	CO2
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Q 14.	"An economic crisis, which erupted in Thailand in mid-1997 and which soon spread to neighbouring countries – Malaysia, Indonesia, Philippines and South Korea – came to be popularly referred to as South-East Asian economic crisis" – what happened to this case? Briefly discuss.	5	CO2
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SECTION C

3Q x 10M = 30 Marks

Q 15.	<p>Briefly discuss the following political ideologies behind the <i>Foreign Direct Investment (FDI)</i>:</p> <ol style="list-style-type: none"> 1. <i>Radical views</i> 2. <i>Free market views</i> 3. <i>Pragmatic nationalism</i> <p style="text-align: center;">OR</p> <p>Briefly discuss the four (4) motives behind FDI.</p> <p><i>Hint: The four motives are –</i></p> <ol style="list-style-type: none"> 1. <i>Resource seeking motive,</i> 2. <i>Market seeking motive,</i> 3. <i>Efficiency seeking motive, and</i> 4. <i>Favorable government policy seeking motive.</i> 	10	CO3
Q 16.	<p>“The Balanced Scorecard method suggests that we view the organizations by four business perspectives.” Discuss these four perspectives using logical reasoning in a subscription-based over-the-top (OTT) platform such as Netflix or, Disney+Hotstar.</p> <p style="text-align: center;">OR</p> <p>Why firms go international? List and explain the drivers of globalization.</p>	10	CO3
Q 17.	<p>Is a “stronger” Dollar (\$) as compared to Rupee (₹) good for the Indian economy? Briefly discuss (<i>with explanation</i>) from the point of views (POVs) of the following stakeholders of global business: [2 points each]</p> <ol style="list-style-type: none"> 1. Bombay Spice, the <i>Indian</i> startup, exporting cinnamons to <i>Colorado</i>. 2. Tesla, the <i>American</i> auto, exporting electric vehicles to <i>Bengaluru</i>. 3. Virat Kohli, the <i>Indian</i> cricketer, buying a <i>Tesla</i> stock. 4. Eminem, the <i>American</i> rapper, investing at the <i>Bombay Stock Exchange</i>. 5. Alia & Ranbir, the <i>Bollywood</i> couple, shopping in <i>New York</i>. 	10	CO3

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SECTION D

2Q x 15M = 30 Marks

Q 18.

CRITICAL THINKING: In the rapidly evolving landscape of artificial intelligence, generative AI tools are demonstrating incredible potential. However, their potential for harm is also becoming more and more apparent. Please go through the snippet below and discuss (using the theories/explanations from business environment) the possible solutions of these following nine problems with AI.

15

CO4

The infographic is organized into three columns based on themes:

- Quality Control & Data Accuracy:** Includes problems 1 (Bias in, bias out), 4 (Mindless parrot), and 7 (Hallucinations).
- Ethical & Legal Considerations:** Includes problems 2 (Black box), 5 (Alignment with human values), and 8 (Copyright & IP infringement).
- Complexity & Technical Challenges:** Includes problems 3 (Expensive), 6 (Power hungry), and 9 (Static).

Each problem is presented in a numbered box with an icon, a title, and a brief description.

Sources: 1. Bloomberg, 2. cpq.se, 3. Wired, 4. Lingaro, 5. Roost.ai, 6. University of Washington, 7. Forbes, 8. PR Newswire, 9. PC Mag
Themes sourced from: Profolus

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<p>Q 19.</p>	<p><u>POLICY PERSPECTIVES:</u></p> <p>19.1. Explain the rationale for the Indian economic reforms in 1991.</p> <p>19.2. What were the salient features of the reforms <i>aka</i> the New Economic Policy of 1991?</p> <p>19.3. How has the economic reforms impacted the industrial and overall economic development in India?</p> <p>19.4. What do you understand by the term <i>Fiscal Policy</i>?</p> <p>19.5. How does the fiscal policy as an instrument of economic development impacts businesses and commerce?</p> <p>19.6. What fiscal measures were taken by the Government of India through the Union Budget 2023-24 for the economic development of India?</p>	<p>15</p>	<p>CO4</p>
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