

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT
TEST -1 EXAMINATION- 2023
BBA-I Semester

COURSE CODE (CREDITS): 23BB1HS113

MAX. MARKS: 15

COURSE NAME: BUSINESS ENVIRONMENT

COURSE INSTRUCTORS: Dr. Amit Srivastava

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

1. Based on the six environmental components of PESTEL analysis, choose the correct one in each of the following:
[0.5x6=3] (CO1)
 - a). High literacy rate
 - b). Packets of cigarettes carry the statutory warning 'Cigarette smoking is injurious to health' is an element of
 - c). Booking of railway tickets through internet from home or office is an example of ...
 - d). creates fear in the mind of investors.
 - e). Increase or decrease in the value of rupee is an example of
 - f). Frequent changes in the field of technology and fashion industry are related with
2. Why are internal factors of a business enterprise regarded as controllable factors while the external factors are not?
[3] (CO2)
3. What do you understand by "Command Economy"? Briefly discuss its salient features and limitations along with the suitable example.
[4] (CO1)
4. What do you understand by "Porter's National Competitive Advantage Model" and what is its significance? Discuss all the components in detail along with its application in understanding the competitiveness of a country of your choice.
[5] (CO2)