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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -I EXAMINATION- 2025

B.B.A-I Semester

COURSE CODE (CREDITS): 23BB1HS113(4)

MAX. MARKS: 15

COURSE NAME: Business Environment

COURSE INSTRUCTORS:TNS

MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

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

Q.No	Question	CO	Marks
Q1	Describe the various components of external environment that influence the business policy of an organization.	CO2	2
Q2	Do a SWOT analysis of an industry of your choice. (Tourism, Health, agriculture, Manufacturing, Automobile, Textile, IT, Pharmaceuticals, etc.)	CO1	4
Q3.	Porter's five forces model is used to analyze industry. Referring to the model answer the following questions a. What are the barriers to entry in the industry? b. How important are suppliers to the industry's production process? c. How do substitutes compare in terms of price and performance? d. How important is advertising and marketing in the industry, and how do companies compete on these fronts?	CO1	4
Q4.	Discuss how the Indian political environment has affected the Indian industry?	CO2	2
Q5	India boasts of its Independent and Integrated Judiciary. What does this signify and how does it influence the Indian Industry?	CO2	3