(b) What are the major challenges Indian businesses face in adopting green technologies? (9+9=18)

5. Short Answer Questions (attempt any **3**) :

(a) Define macroeconomic stability and explain why it is vital for business growth.

(b) What are the main goals of India's Sustainable Development Agenda 2030?

(c) Explain the role of exchange rate management in international business operations.

(d) Distinguish between portfolio investment and direct investment with suitable examples. (6+6+6=18)

6. (a) "The reconfiguration of global value chains and the emergence of new trade alliances have altered the competitive dynamics for developing economies." Discuss how India can leverage its demographic strength, digital infrastructure, and policy reforms to enhance its position in the global business environment.

(b) Explain how the Union Budget serves as an instrument of economic growth and development. (9+9=18)

[This question paper contains 4 printed pages.]

Your Roll No.............

Sr. No. of Question Paper : 5205 **K**

Unique Paper Code : 2922073503

Name of the Paper : Business Environment and Policy

Name of the Course : **Bachelor of Business Administration (Financial Investment Analysis).**

Semester : 5th

Duration : 3 Hours Maximum Marks : 90

<u>Instructions for Candidates</u>

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** questions carry equal marks (**18** marks each).
3. Attempt **5** questions in total.
4. Q5 and Q6 are compulsory.
5. Attempt any **3** questions out of Q1 to Q4.
6. Clearly write the question number before attempting any question.

1. (a) ITC Limited runs social initiatives in rural India for watershed management and farmer empowerment while maintaining profitable operations.

Questions : (9)

(i) Which aspect of the business environment does CSR belong to?

(ii) How can social responsibility contribute to long-term business success?

(iii) Explain the mutual relationship between business and society in this context.

(b) The Indian government recently banned certain single-use plastics to control pollution. This regulation affected packaging, FMCG, and food delivery companies that relied heavily on plastic materials.

Questions : (9)

(i) Which component of the business environment does this case represent?

(ii) How should companies adapt their operations in response to such policy changes?

(iii) Explain how government policies can both promote and restrict business growth.

2. (a) Explain the objectives and significance of India's trade policy reforms since 2015. How have they affected India's position in global trade?

(b) Examine how demographic changes and labour market trends are shaping business opportunities in India. (9+9=18)

3. The World Trade Organization (WTO) plays a vital role in regulating and facilitating international trade among nations. India, being one of the founding members, has actively participated in WTO activities, negotiations, and dispute settlements. However, its involvement has brought both benefits and challenges, especially in the context of recent global trade issues.

(a) Explain the objectives and functions of the World Trade Organization (WTO). (6)

(b) Discuss India's major role and contributions as a member of the WTO, highlighting its stand on key issues such as agriculture, trade in services, and intellectual property rights. (6)

(c) Analyze how recent trade disputes involving India—such as those related to export subsidies, solar energy, and tariffs—have affected Indian businesses engaged in international trade. (6)

4. (a) "Fluctuations in consumer demand, public expenditure, and employment trends reflect the dynamic interaction between economic activity and business performance."

Critically evaluate how these trends shape business strategies in India, highlighting their role in influencing production, investment, and market expansion decisions.