

1128
B. Voc. (Retail Management)
Fifth Semester
RSC-505: Business Environment

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting one question from each Unit.

x-x-x

- I. Attempt any four questions from the following:-
- a) What do you mean by SWOT analysis'?
 - b) Discuss Michael Porter's five competitive forces.
 - c) What are the reasons for globalization in India?
 - d) What are the limitations of privatization in India?
 - e) Explain briefly the consumer rights under Consumer Protection Act, 1986,
 - f) Discuss in brief the role of research & development in business. (4x5)

UNIT – I

- II. What do you mean by business environment? Discuss the various elements of business environment in retail industry. (15)
- III.
- IV. What is meant by environmental analysis? Explain its various techniques. (15)

UNIT – II

- V. Elaborate upon the various aspects of economic environment. (15)
- VI. Discuss the quantitative and qualitative measures of monetary policy. (15)

UNIT – III

- VII. Discuss the various aspects of political and legal environment while starting a retail business. (15)
- VIII. Explain the emergence of middle class in India and its influence on retail business. (15)

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(2)

UNIT - IV

- IX. What are the various ecological issues affecting business in India? Explain in detail. (15)
- X. Discuss the aspects of import of technology and problems relating to it in Indian context. (15)

x-x-x