

2124

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. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt the following:-

- a) What is the need for environmental scanning? Which sources of information are there for environmental scanners?
- b) Discuss important strategies for gaining control over environment.
- c) Differentiate between capitalism, socialism and mixed economy.
- d) What do you mean by the term culture? How do you think business and culture are interrelated? (4x4)

UNIT - I

- II. "Today the firm can ignore its environment at its peril". Discuss the statement with the help of examples from the real world. (16)
- III. How do economic and non-economic factors interact with each other? (16)

UNIT - II

- IV. Write a detailed note on the present structure of Indian economy. (16)
- V. Explain different techniques of planning and how do you think a planned economy is superior to an unplanned one. (16)

UNIT - III

- VI. What is social audit? How is it conducted? (16)
- VII. "Middle class is both a cause and effect of economic growth". Discuss. (16)

UNIT - IV

- VIII. What are the various issues associated to the import of technology". Elucidate the current status of technology in India. (16)
- IX. Explain some environmental issues in India. How do these issues affect the business? (16)

x-x-x