

1 SEP 2025

NATIONAL LAW UNIVERSITY JODHPUR

End Term Examination April-May, 2025

Semester: UG IV (BBA)

Subject: Business Environment

Time: Three Hours

Marks: 100

**Instructions:**

1. Attempt any five questions
2. Each question carry equal marks
3. Adhere to the rules of Examination Hall

Q1). Discuss the impact of social environmental factors on business organisations by giving relevant examples. (Marks 20)

Q2). Write short notes on:

- a) Advantages and disadvantages of Full-Service Advertising Agency and In-House Advertising Agency (Marks 10+10=20)
- b) Product Purchase Classification Matrix

Q3). A fast-growing Indian FMCG company is expanding into Southeast Asia. Investigations reveal that- local managers paid bribes for licenses, factory workers are paid below minimum wage, safety equipment is routinely bypassed to meet targets and female workers face discriminatory promotion policies. Comment on the ethical issues in each practice and suggest corrective measures. (Marks 20)

Q4). Analyse the strength and weakness of India's MNREGA program in addressing absolute poverty through direct income support and rural employment. (Marks 20)

Q5). Discuss the following briefly:

- a) Objectives of price (Marks 10+10=20)
- b) Limitations of national income estimation

Q6). How has the World Bank contributed to India's economic development since the year 1991? Discuss in the light of benefits and challenges of this collaborations. (Marks 20)



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Q1). List out the environmental factors affecting electric cars.

(Marks 20)

Q2). Write short notes on:

- a) Types of competitors
- b) Uses of natural environmental resources

(Marks 10+10=20)

Q3). Discuss the arguments for and against corporate social responsibility using relevant examples.

(Marks 20)

Q4). What is underemployment? Explain its impact on productivity and wages in the informal sector. Suggest how MNREGA a government policy and employer strategy of upskilling part-time workers can help in mitigating the risk of underemployment.

(Marks 20)

Q5). Explain balance of payment crisis using the Indian example of the year 1991. Discuss ways that helped in recovery of the Indian economy and improvement in the balance of payment situation.

(Marks 20)

Q6). How does Atmanirbhar Bharat initiative impact foreign business operation in India? Explain with examples opportunities and challenges posed by this initiative for multinational companies in any two sectors.

(Marks 20)

Max. Marks: 50

Time: 90 minutes

Instructions:

All questions are compulsory

Q 1. Every Friday evening, a group of experienced Japanese engineers departs from Tokyo to South Korea, where they spend the weekend discreetly working for Korean companies. These professionals, typically employed by leading Japanese firms, engage in "moonlighting" by offering their expertise in the automotive and electronics industries to South Korean firms.

Despite being officially employed by Japanese corporations, many of these engineers seek additional income by sharing their knowledge and technical skills. Their compensation for this weekend work can reach up to \$250 per day, sometimes more. This informal knowledge transfer is highly beneficial for South Korean companies, which are strong in mass production but often lack advanced design and innovation capabilities.

This practice raises several concerns, both technologically and politically. From a technological standpoint, South Korea benefits significantly by acquiring expertise without investing in long-term research and development. However, this informal transfer can also create risks related to intellectual property theft and reduced incentives for domestic innovation.

From a political perspective, this form of cross-border technology sharing may raise diplomatic tensions. Japan might view it as a leakage of valuable national intellectual assets, while South Korea sees it as an opportunity to strengthen its industries. Additionally, ethical and legal questions arise regarding employee loyalty, corporate policies, and national regulations on technology sharing.

On the basis of the above case, answer the following questions:

- a. In this case of informal technology transfer, what kind of risks and opportunities exist for South Korean firms? How this kind of dependence on external expertise may impact their long-term competitive advantage? (Word limit 500 words; Marks 5+5=10)
- b. How can the governments of both the countries regulate informal technology transfers? (Word limit 500 words; Marks=12.5)

Q2. With the post-pandemic focus on self-reliance and digital adoption, what new challenges do Indian businesses face, and how can they ensure long-term growth? Support your answer with an example. (Word limit 500 words; Marks=12.5)

Q3. Explain the impact of cultural factors on business by citing examples. (Word limit 600 words; Marks=15)