

29 APR 2023

NATIONAL LAW UNIVERSITY, JODHPUR.

Re Mid-Term Examination 2023

U.G. IV Semester

General Management III (Business Environment)

Time: 90 Minutes

Marks: 50

Instructions:

- i) Attempt all the questions.
- ii) Adhere to the examination rules.

Q.1). Detail out the operational and strategic legal concerns affecting the business environment.

(15 Marks)

Q2). Write short notes on:

- a) Factors underlying de-globalization .
- b) Decommissioning Risk and Community Risk
- c) Types of Competitors
- d) Types of Environment

(4*5=20 Marks)

Q.3). Why customers are considered to be a part of external environmental factors? Give reasons.

(15 Marks)

NATIONAL LAW UNIVERSITY, JODHPUR
End Term Examination – 2023
UG IV Semester
Subject: Business Environment

Time: Three Hours

Marks: 100

Instructions:

1. All questions carry equal marks.
2. Attempt any five questions.

Q.1). List out the environmental factors affecting the beer industry.

(Marks 20)

Q.2). Coffee is said to be more consumed in Southern India as compared to Northern India. Identify the socio-cultural factors affecting the coffee industry.

(Marks 20)

Q.3). Explain the different types of advertising agencies.

(Marks 20)

Q.4). What is a countertrade arrangement? What are the reasons that prompt the countries to resort to countertrade arrangement? Explain the following countertrade strategies – counter purchase, switch trading, offset and tolling.

(Marks 2+6+12=20)

Q.5). Identify and explain the opportunities and risks to be used to evaluate and compare the countries with the aim to choose the geographical site to produce or market the goods or services.

(Marks 20)

Q.6). Detail out the operational and strategic legal concerns affecting the business environment.

(Marks 20)

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U.G. IV Semester

General Management III (Business Environment)

Max. Marks: 50

Time: 90 minutes

Instructions:

- i) *Attempt all the questions.*
- ii) *Adhere to the examination rules.*

Q.1). Explain the impact of natural environment on business.

(15 Marks)

Q2). Write short notes on:

- a) Factors underlying globalization
- b) Marketplace Behaviour
- c) Market Challenger Strategies (with examples)
- d) Epistemic Value and Emotional Value (with examples)

(4*5=20 Marks)

Q.3) Elucidate any ten political risks affecting the business environment and substantiate your answer with relevant examples.

(15 Marks)