

PG COMMERCE
2ND SEMESTER
Paper- Business Environment (P-202)

A. One Mark Question.

1. What is the business environment?
2. Define micro-environment in business.
3. What is the role of government in the business environment?
4. Explain the concept of economic globalization.
5. Define a business cycle.
6. What is meant by market segmentation?
7. Define corporate social responsibility (CSR).
8. What is the significance of technological factors in the business environment?
9. Explain the concept of political stability.
10. Define the term "business ethics."
11. What is a tariff in international trade?
12. Define demographic factors in the business environment.
13. Explain the concept of market saturation.
14. What is environmental sustainability in business?
15. Define the term "competitive advantage."
16. What is a trade deficit?
17. Explain the concept of cultural diversity in the workplace.
18. Define the term "business ethics."
19. What is the significance of legal factors in the business environment?
20. Define the term "market share."
21. Explain the concept of supply chain management.
22. Define inflation in the economic context.
23. What is the role of ethics in the business environment?
24. Explain the concept of business innovation.
25. Define the term "economic recession."
26. What is the significance of social factors in the business environment?
27. Explain the concept of business sustainability.
28. Define exchange rate in international business.

29. What is the role of ethics in marketing?
30. Explain the concept of corporate governance.
31. Define the term "market research."
32. What is the importance of consumer behavior in the business environment?
33. Explain the concept of outsourcing in business.
34. Define the term "business strategy."
35. What is a trade surplus?
36. Explain the concept of globalization in business.
37. Define the term "brand equity."
38. What is the role of environmental regulations in business?
39. Explain the concept of market demand.
40. Define the term "business planning."
41. What is the significance of technological innovation in business?
42. Explain the concept of ethical leadership.
43. Define the term "market competition."
44. What is the role of market research in decision-making?
45. Explain the concept of business culture.
46. Define the term "economic growth."
47. What is the significance of political stability in international business?
48. Explain the concept of entrepreneurship in the business environment.
49. Define the term "business model."
50. What is the role of consumer rights in the business environment?
51. Explain the concept of a business mission statement.
52. Define the term "market segmentation."
53. What is the significance of economic indicators in business?
54. Explain the concept of business ethics in advertising.
55. Define the term "corporate culture."
56. What is the role of ethics in supply chain management?
57. Explain the concept of competitive advantage through innovation.
58. Define the term "market positioning."
59. What is the significance of labor laws in the business environment?
60. Explain the concept of business sustainability reporting.
61. Define the term "economic inequality."
62. What is the role of ethics in international trade?
63. Explain the concept of organizational culture.

64. Define the term "market share growth."
65. What is the significance of consumer protection laws in business?
66. Explain the concept of business process reengineering.
67. Define the term "economic stability."
68. What is the role of ethics in financial reporting?
69. Explain the concept of market entry strategy.
70. Define the term "brand reputation."
71. What is the significance of intellectual property rights in business?
72. Explain the concept of business resilience.
73. Define the term "economic recession."
74. What is the role of ethics in human resource management?
75. Explain the concept of market research methods.
76. Define the term "sustainable business practices."
77. What is the significance of international trade agreements in business?
78. Explain the concept of business risk management.
79. Define the term "economic development."
80. What is the role of ethics in supply chain sustainability?

B. Twelve Mark Question

1. Discuss the components of the business environment and their relevance to business operations.
2. Explain how macro-environmental factors such as political, economic, social, and technological (PEST) impact business decisions.
3. Analyze the role of government regulations and policies in shaping the business environment.
4. Discuss the challenges and opportunities presented by economic globalization for businesses.

5. Describe the stages of a typical business cycle and their effects on business activities.
6. Explain the importance of market segmentation in marketing and provide examples.
7. Discuss the concept of corporate social responsibility (CSR) and its significance in modern business.
8. Analyze the impact of technological advancements on business strategies and operations.
9. Evaluate the role of ethics in the decision-making process within a business context.
10. Explain the concept of international trade and its importance for businesses.
11. Discuss the significance of demographic factors in influencing consumer behavior and business strategies.
12. Analyze the importance of environmental sustainability in business operations and its impact on corporate reputation.
13. Discuss the concept of competitive advantage and strategies that businesses can adopt to achieve it.
14. Explain the factors that contribute to a trade deficit or trade surplus in international trade.
15. Discuss the role of cultural diversity in the workplace and its effects on business performance.
16. Analyze the relationship between business ethics and legal considerations in the business environment.
17. Explain the significance of social factors, such as changing lifestyles and attitudes, in influencing business strategies.
18. Discuss the concept of supply chain management and its role in enhancing business efficiency.
19. Evaluate the impact of inflation and economic recession on business operations and strategies.
20. Discuss the ethical challenges and responsibilities associated with marketing and advertising.
21. Explain the concept of corporate governance and its importance in maintaining transparency and accountability in businesses.
22. Discuss the role of market research in helping businesses make informed decisions.
23. Analyze the concept of outsourcing in business and its benefits and drawbacks.

24. Explain the importance of business strategy and its alignment with organizational goals.
25. Discuss the significance of exchange rates in international business operations.
26. Analyze the ethical considerations in marketing and how they affect consumer trust.
27. Explain the concept of corporate culture and its impact on employee behavior and organizational performance.
28. Discuss the role of ethics in supply chain management and its implications for business sustainability.
29. Evaluate the concept of competitive advantage through innovation and its relevance in a rapidly changing business environment.
30. Explain the importance of market competition and strategies businesses use to gain a competitive edge.
31. Discuss the concept of market demand and its influence on pricing and production decisions.
32. Analyze the role of business ethics in shaping an organization's culture and values.

33. Explain the concept of economic growth and its implications for business expansion and investment.
34. Discuss the significance of political stability and its role in attracting foreign investment in international business.
35. Analyze the concept of entrepreneurship and its contribution to economic development.
36. Discuss the role of business mission statements in guiding organizational objectives and decision-making.
37. Explain the importance of market segmentation in designing effective marketing campaigns.
38. Analyze the role of economic indicators in assessing the health of an economy and its impact on businesses.
39. Discuss the concept of business ethics in advertising and its influence on consumer perceptions.
40. Explain the role of corporate culture in shaping employee behavior and organizational success.
41. Discuss the significance of labor laws and regulations in the business environment.
42. Analyze the concept of business sustainability reporting and its impact on stakeholder trust.
43. Explain the term "economic inequality" and its implications for businesses and society.
44. Discuss the ethical considerations in international trade and the role of trade agreements.
45. Analyze the concept of market entry strategies for international expansion.
46. Discuss the importance of brand equity and reputation in building customer loyalty and trust.
47. Analyze the significance of intellectual property rights and their protection in business.
48. Explain the concept of business resilience and strategies for mitigating risks.
49. Discuss the economic implications of a recession and strategies for businesses to navigate downturns.
50. Evaluate the role of ethics in financial reporting and its impact on shareholder trust.
51. Explain the concept of market research methods and their application in business decision-making.

52. Discuss the principles of sustainable business practices and their role in long-term profitability.
53. Analyze the significance of international trade agreements in facilitating global business.
54. Explain the concept of business risk management and strategies for identifying and mitigating risks.
55. Discuss the role of ethics in supply chain sustainability and the implications for global supply chains.