



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Post Graduate Diploma in Logistics & SCM
Post Graduate Diploma in Materials Management - 2 years

Dec 2022

PAPER No.6 (enrollment code –CPM, CPS)
PAPER No. 4, (enrollment code- PMM,PSM, CMM,CSM)

BUSINESS ENVIRONMENT

Date : 14.12.2022
Time : 2.00 pm to 5.00 pm

Max. Marks: 70
Duration : 3 Hrs.

Instructions:

1. 1. From Part A, contains 4 main questions (with 5 sub-questions) each question carries 1 mark Total of 20 marks
2. 2. From part B answer any 3 questions out of 5 questions. Each question carries 10 marks – A total of 30 marks
3. 3. Part – C is a case study with 3 sub-questions. Reach the case carefully and answer the questions with 20 marks

PART –A

(20X1= 20 Marks)

(Compulsory- Attempt Questions each question carries 1 mark)

Q. 1. Select the right answer from the multiple choices (5 marks)

1. Announcement of a new industrial policy was done by Mr.P.V.NARASIMHA RAO in the year __
a. 1989 b. 1990 c. 1991 d. 1995

2. In some circles a multinational corporation is referred to _____
a. multinational collaboration b. multinational entity
c. multinational enterprises d. multinational development

3. The legislative framework for industrial licensing is provided by the _____development and Regulation act
a. industries b. small scale c. labor d. owner

4. Which of the following is not a cultural dimension proposed by Hofstede
a) Individualism vs collectivism b) Masculinity v femininity
c) Indulgence vs restraint d) Internal vs external

5. Which of the following does not disturb the BOP's equilibrium?
a) Economic Factors b) Political factors
c) Legal factors d) Social factors

Q. 2. State True or False (Do not reproduce the statement) (5 marks)

- a) Strategic management helps in defining the vision and mission of business organizations.
- b) Macro business environment affects the operations of all business entities in an economy and it can be controlled.
- c) The Competition Commission of India was established under the Competition Act 2002.
- d) An economic system where the ownership and regulations are under the government is called mixed economy.
- e) All agreements are not contracts.

Q.3. Expand the following: (5 marks)

- i) ETOP ii) ICSID iii) WPI iv) CSR v) BOP

Q. 4. Match A and B**(5 marks)**

	Column A		Column B
1.	Environment	A	Regarding expenditure and tax
2.	Risk	B	Ownership and distribution of resources
3.	Economic system	C	Replacement of FERA
4.	Fiscal policy	D	The surroundings around an organization
5.	FEMA	E	Situation where there is an exposure to danger

PART B**[Total 30 marks]****Answer any THREE out of the following five questions: (10 Marks each)**

- Q5- a) What are the legislations for preventing unfair trade practices? **[5 marks]**
 b) What are the competitive trends in a business environment? **[5 marks]**
- Q6, Write short notes on any two **[2 x 5 = 10 marks]**
 a) Effects of globalization
 b) Political risk
 c) SWOT analysis
 d) Mixed Economy
- Q7. a) Differentiate between privatization and disinvestment. **[5 marks]**
 b) Discuss the policy of India regarding the Navratnas. **[5 marks]**
- Q.8 a) Critically evaluate the contributions of the public sector in India. **[5 marks]**
 b) Explain the different economic systems. **[5 marks]**
- Q.9 a). Explain the impact of globalization on the functions of corporations. **[5 marks]**
 b). Discuss the role of the financial market in the Indian economy. **[5 marks]**

PART C**[Total: 20 Marks]****Q.10 CASE STUDY- Compulsory**

After the dismal financial performance in the early 2000s, Yahoo! (Yahoo) is on its way back to profitability in 2003. Under the guidance of Terry Semel (Semel) CEO Yahoo, the portal is on the way to becoming the largest media company in the world. With the spread of broadband, brand advertising is steadily becoming the largest source of revenue for online companies. As advertisers flock to Yahoo, Semel has a tough task of convincing traditional media, which is responsible for most of its content, to continue their relationship with Yahoo

Semel believes that 'Social media' where content is generated by users themselves, through their photo and video blogs, podcasts and hyperlinks, is the "next big thing" on the internet both for the user and the advertiser. As Semel makes investments to make social media a reality, he wonders if his bet will pay off. With so much content being generated in Yahoo, will Yahoo be able to maintain the fine balance between guiding the user to the most relevant content and its own content?

Questions

1. Discuss Yahoo's growth
2. Discuss the competition and changing markets
3. Explain Yahoo's new growth strategy in changing environment.
4. Give an overview of the case.
