K26FY1332 Pages: 2 Reg No:.....
Name:.....

Second Semester FYUGP Degree (Reg/Sup/Imp) Examination April 2026

KU2DSCCOM106 - MODERN BUSINESS ENVIRONMENT

2024 Admission onwards

Time : 2 hours Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. Explain the primary objectives of a business.
2. What are the major types of business organizations?
3. Define the term "value system" in an organization.
4. Define the macro environment.
5. What is the legal environment in the macro environment?
6. List two political factors that can influence the macro environment.
7. List two technological factors that can influence business operations.
8. How do legal factors affect business operations in the environmental analysis process?

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Explain the relationship between corporate social responsibility (CSR) and an organization's mission.
10. Explain the concept of a value system in an organization.
11. Describe the significance of customers in shaping a company's marketing strategies.
12. Discuss the impact of demographic shifts, such as aging populations, on product demand and workforce composition.
13. Explain the impact of globalization on business environmental analysis.
14. Explain how technological advancements are considered in PESTLE analysis and their impact on business.

Section C

Answer any 2 questions. Each carry 14 marks.

15. Explain the concept of a holistic strategic response in business. How does adopting a holistic approach to strategy help businesses address both internal and external challenges?

16. Critically evaluate the three types of strategic responses—least resistance, proceed with caution, and dynamic response—and analyse how businesses can select and implement each one of them.

17. Discuss the significance of resource exchange between businesses and their external environments.

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