25901141

Reg.No : ....

Name : ....

MAHATMA GANDHI UNIVERSITY, KOTTAYAM

MGU-UGP (HONOURS) REGULAR EXAMINATION MARCH 2026

FOURTH SEMESTER

Core Course (CC) - MG4CCRBBA200 - BUSINESS ENVIRONMENT AND PUBLIC POLICY

(2024 ADMISSION ONWARDS)

Duration: 2 Hours **Maximum Marks: 70**

Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I) and Appreciation(Ap)

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer Questions(four to five sentences)

A choice between two options for each question, answer five short answer questions, one from each pair, Each question carries 3 marks

1a. What do you understand by ASEAN (Association of Southeast Asian Nations)? [U] / [CO2]

OR

1b.. Explain the role of LPG reforms in attracting foreign investment. [U] / [CO2]

2a. Explain any three functions of IMF. [U] / [CO2]

OR

2b. Explain the India–Bhutan Agreement on Trade, Commerce and Transit. [U] / [CO2]

3a. Explain the meaning of Industrial Policy. [U] / [CO3]

OR

3b. Explain the role of the Verma Committee (1996) in banking sector reforms. [U] / [CO3]

4a. Explain the objectives of FERA and FEMA. [U] / [CO3]

OR

4b. What is EXIM policy? [U] / [CO3]

5a. State any three limitations of digital payments. [K] / [CO4]

OR

5b. What is the "Brain Drain" or "Dependency" risk for a company that outsources its core functions? [K] / [CO4]

[5x3 = 15]

Part B

Short Essay

A choice between two options for each question, answer three short essay questions, one from each pair, Each question carries 5 marks

6a. A manager must choose between promoting a qualified employee or a relative who is less competent. Promoting the relative may maintain family relationships, but it may reduce fairness in the workplace.
Explain the ethical dilemma in the case and describe the importance of ethical decision making in business. [U] / [CO1]

OR

6b. ABC Ltd., a listed company, ensures transparency in financial reporting and conducts regular board meetings. It treats shareholders fairly and follows ethical business practices. The company complies with regulatory guidelines issued by authorities and maintains good relationships with employees, customers, and investors.
Identify and explain the principles and stakeholders of corporate governance reflected in the case. [U] / [CO1]

7a. MegaFoods Ltd depends on suppliers and distributors for smooth functioning. It faces competition from both local and global companies. Economic recession has reduced purchasing power. Government policies and legal rules affect pricing decisions. Technological developments are changing marketing strategies.
Explain the micro and macro environmental factors present in the case and report how they affect business decisions. [U] / [CO1]

OR

7b. An organization notices a drop in employee productivity due to unclear reporting lines and conflicts among managers. Describe the internal factors responsible for this issue and discuss how the company can resolve them. [U] / [CO1]

8a. Analyse how the synergy between technological growth, the digital economy, and the expansion of Multinational Corporations (MNCs) has redefined India's position in the global business landscape. [An] / [CO4]

OR

8b. Explain how franchising reduces entrepreneurial risk compared to independent startups. [An] / [CO4]

[3x5 = 15]

Part C

Long Essay

A choice between two options for each question, answer two long essay questions, one from each pair, Each question carries 20 marks

9a. Explain how free trades are beneficial for a nation. [U] / [CO2]

OR

9b. Explain how foreign investment contributes to technology and skill development. [U] / [CO2]

10a. What is Public Policy? What are the significances of public policy in the development of a nation? Give Examples of three different public policies adopted by your state government. [U] / [CO3]

OR

10b. Describe the tools of Fiscal Policy and compare them with the instruments of Monetary Policy. [U] / [CO3]

[2x20 = 40]