

TILAK MAHARASHTRA VIDYAPEETH, PUNE
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - IV
Sub.: Business Environment (MBA401)

Date : 20/12/2024

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Write Short notes on (Any Three) (15)

1. Difference between Domestic business and International Business
2. H.O. Theory of International Trade
3. Need for Globalization
4. General Agreement on Tariffs and Trade (GATT)
5. TRIPs and TRIMs

Q. 2. Answer in detail (Any One) (10)

1. Define 'international business' and explain the features of 'international business'.
2. Explain the various elements of external business environment.

Q. 3. Answer in detail (Any One) (10)

1. Discuss the advantages and disadvantages of globalization.
2. What are the 'Advantages and Disadvantages of - Exporting and Importing'?

Q. 4. Answer in detail (Any One) (10)

1. What do you understand by the Concept of Trade barriers? Explain the forms of tariff barriers like specific duty, ad valorem duty, and compound duty.
2. Explain the Concept of Trade Blocs, economic integration. Explain with some examples.

Q. 5. Case Study (15)

Case Study: Navigating the External (Macro) Business Environment - EcoTech Solutions

Background:

EcoTech Solutions, a company specializing in renewable energy technologies, has experienced significant fluctuations in performance due to changes in the external macroeconomic environment. Over the past five years, EcoTech faced various challenges, including economic recession, shifts in government policies, and evolving consumer preferences.

During the recession, government funding for renewable projects was cut, leading to reduced demand for EcoTech's products. In response, the company diversified its

offerings by developing cost-effective solutions for residential customers, tapping into the growing interest in sustainable living. This strategic pivot allowed EcoTech to maintain revenue during tough economic times.

In contrast, as the economy recovered, EcoTech benefited from renewed government incentives for renewable energy projects. The company leveraged this opportunity by investing in marketing and expanding its B2B offerings, targeting larger corporations aiming to reduce their carbon footprints. However, supply chain disruptions due to global events posed new challenges, impacting production schedules and delivery timelines.

Questions:

1. What macroeconomic factors influenced EcoTech Solutions' performance?
2. How did EcoTech adapt to the changing external environment?
3. What key takeaway can be drawn from EcoTech's experience?
