

ASSIGNMENT-3

BUSINESS ENVIRONMENT

Q1. Premier pvt. Ltd., a book publishing company, identifies CCE as an opportunity early and publishes its book as per the changed CBSE pattern much before its competitors. Which environment awareness is being identified by premier pvt. Ltd.?

Q2. The Finance Minister reduced the repo rate to overcome recession. which dimension of business environment is highlighted by this statement?

Q3. The Reserve Bank of India (RBI) increase Cash Reserve Ratio(CRR) by 0.25 basis points to overcome the inflationary trends in the economy. Identify the dimension of business environment highlighted by the statement ?

Q4. The change in family composition has led to increase in nuclear family concept. It has increased the demand for different types of household goods. Which dimesion of business environment is highlighted by this statement?

Q5. Demand for reservation in jobs for minorities refers to an example of key component of general environment of business. Name the component.

Q6. Wages and salaries to be paid by the business organizations must not be less than as prescribed under 'The Minimum Wages Act, 1948'. which component of business environment is highlighted in the given statement?

Q7. Government of india is seriously thinking to allow oil marketing public sector undert5aking to fix their own price for petrol and diesel. Which economic reform is the reason of this change in government policy?

Q8. "After 1991, the market forces have become very dynamic as a result of which the business enterprises have to modify their existing policy and operations from time to time. State the impact of government policy changes on business highlighted by the statement.

Q9. Mr. Ajay after completing MB from USA comes to India to start a new business under the banner Ecom creations Ltd. He launches a new product in E- learning for senior secondary school students in commerce stream, which already has an established market in UK and USA but not in India. His business starts flourishing in India. Now more Indian companies entered into the market with other subject also. Identify and quote the lines from the above para which highlight the significance of understanding business environment.

Q10. The court passed an order that all schools must have water purifier for the school children as:

- (i) society in general is more concerned about quality of life.
- (ii) Innovative techniques are being developed to manufacture water purifier at competitive rates.
- (iii) Incomes are rising and children at home are also drinking purified water.

The government is also showing positive attitude towards the water purifier business.

Identify the different dimensions of business environment by quoting from the above details.

Q11. The court passed an order to ban polythene bags as:

- (i) The bags are creating many environmental problems which affect the life of people in general.
- (ii) Society in general is more concerned about quality of life.

The government decided to give subsidy to jute industry to promote this business.

Innovative techniques are being developed to manufacture jute bags at low rates.

Incomes are rising and people can afford to buy these bags.

Identify the different dimensions of business environment by quoting the lines from the above particulars.

Q12. Beni, after completing her MBA, took up a job with a multinational company named 'fortio'. The company was paying good salary and perks to its employees. The wages were within the paying capacity of the company that provided the employees a reasonable standard of living. The company also had a good work-culture and the behavior of superiors was very good towards their subordinates. Beni was very happy in this organization, but due to long working hours she did not have time to cook her meals. She had to depend on outside food, which was deteriorating her health.

She observed that this problem was faced by many of her colleagues, not only in her company but also in many others company. This was because of increase in the numbers of working women and non availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office goers at a reasonable price. At the end of the day she was also distributing the left over food in the nearby night-shelters.

- (a) State the dimension of business environment being discussed above.
- (b) State the principle of management being followed by 'fortio'.
- (c) Identify any two values being communicated by the company to the society in the above case.