JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2024

BBA-I Semester

COURSE CODE(CREDITS): 23BB1HS113 (4)   MAX. MARKS: 15

COURSE NAME: BUSINESS ENVIRONMENT

COURSE INSTRUCTORS: Prof Amit Srivastava   MAX. TIME: 1 Hour

Note: (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

1. Write short notes (max 50 words):   [1x4=4] (CO1)
   a) Threat of Substitutes
   b) Industry classification based on Size
   c) Internal Environment
   d) Capitalism

2. "How does Porter's National Competitive Advantage Model explain why certain nations achieve international success? Discuss the key components of the model and provide examples of how they can be applied to understand the competitive strengths of a specific country".   [4] (CO2)

3. How does Democratic Socialism balance the principles of democracy with the need for economic equality, and what are the potential challenges in implementing such a system in a modern capitalist society?   [4] (CO2)

4. Briefly discuss the direction and composition of India's Foreign Trade.   [3] (CO1)