

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA-Sem I

COURSE CODE (CREDITS):23B11HS113 (4)

MAX. MARKS: 25

COURSE NAME: Business Environment

COURSE INSTRUCTORS: Dr Tanu Sharma

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

(b) The candidate is should answer the questions in chronological Order

Q.No	Question	CO	Marks
Q1	A multinational company wants to introduce a Western food chain in India. What socio-cultural factors should it consider before entering the Indian market?	CO[3]	5
Q2	Explain how fiscal policy supports infrastructure development in India.	CO[4]	5
Q3.	How have recent political reforms in India (such as <i>Make in India</i> or <i>Digital India</i>) influenced business growth?	CO[3]	5
Q4	How have economic liberalization and political reforms since 1991 reshaped India's business environment?	CO[3]	5
Q5	Explain how McDonald's and other global brands have adapted to Indian socio-cultural preferences.	CO[4]	5