JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2026

BBA-I Semester

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

COURSE NAME: Business Environment

COURSE INSTRUCTOR: Dr. Vaishali Dhiman MAX. TIME: 1 Hour

Note: *(a) All questions are compulsory.*

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

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	What are the major techniques used by organizations for environmental scanning and analysis? Select any **two** of these techniques and explain their core components, working processes, and strategic importance in analyzing business environments in detail.	CO1	4
Q2	Statement: "An old electronics firm that exclusively sells DVD players faces falling revenues as consumers switch to online streaming platforms like Netflix." Based on the statement first explain the Industry Life Cycle, identify the stage mentioned electronics firm is currently experiencing and name one strategic option available to it.	CO2	4
Q3	Detail Michael Porter's Five Forces Model by explaining each of the five competitive forces and how managers use this framework to analyze industry profitability.	CO1	4
Q4	**Calculate** the total **GDP** and **GNP at Market Price** for a hypothetical economy using the production method based on the following industry data:	CO2	3

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Industry Sector	Value of Output ($)	Value of Intermediate Goods Used ($)
Primary Sector	$150,000	$40,000
Secondary Sector	$280,000	$120,000
Tertiary Sector	$200,000	$50,000

Net Taxes across all sectors are $15,000 and Net Factor Income from Abroad is $800