

Submission date-25th April 2017 (Tuesday)

Assignment-2

Business Studies (12th commerce)

Chapter -3(Management and business environment)

1. Answer the following questions in 15-20 words -

- a) Why is business environment uncertain?
- b) How can environment awareness help managers?
- c) How can political stability be beneficial to the economy?
- d) What is meant by threats?
- e) Enumerate any two positive impacts of liberalization and globalization.

2. Identify the dimension of business environment:

- (a) Replacing old machinery with new one to meet the requirements of pollution control regulations.
- (b) Importing machinery from Japan to install automatic production system.
- (c) Demand for home loans decreased due to increase in interest rates.
- (d) The cost of production increased due to increase in minimum wage rate by government.
- (e) HCL has opened various institutions to provide education to lesser privileged children.
- (f) Each private or public company working in the medical industry has to get its stock inspected by Drug Inspectors.
- (g) Companies manufacturing cigarettes have to write the statutory warning, 'smoking is injurious to health' on each pack of cigarette.
- (h) Availability of e-books.
 - (i) During Christmas the sales for decorative material, cakes, clothes, gift items increases.
 - (j) The foreign exchange rate has come down in anticipation of change of government.
- (k) Various foreign companies are planning to establish business in India because the government has allowed 100% foreign direct investment (FDI) in retail trade.
 - (l) People accept high prices for goods if they are produced using pollution free techniques.
- (m) Retail business is growing because of increase in disposable income of middle class society.

3. Identify the impact of change in Industrial policy on business and industry.

- (a) With globalization many MNC's have established their offices in India.
- (b) Employees require continuous on the job training to be able to handle technological changes.
- (c) Companies producing electronic products have to constantly invest in research and development to update their products.

(d) Companies before launch of their products, distribute free samples to consumers so that they can modify their products according to the consumers' feedback.

(e) Nokia phones had to change their technology from Symbian to Android to meet market demand.

Value Based Questions-

1. Mr. Prasanth Gupta is the owner and manager of a grocery store. He attended a management seminar. The topic was on globalization and the impact of technology on business. He was surprised to see how mailers, television advertisements and internet facility provide opportunities to expand business. He felt that there is a need to upgrade technology to expand business outside the city but there is no role of internet in the retail business.

(a) What should Mr. Prasanth do to avoid any negative impact of the changes in business environment? (b) What values does Mr. Prasanth exhibit by adapting to technological environment?

2. RBI declared lower interest rates on housing loans.

(a) Name the component of business environment.

(b) State the values inculcated in the business environment.

3. 'Alcohol beverages are prohibited to be advertised on media controlled by government'.

(a) Which component of general environment prohibits advertise?

(b) What values are boosted by the government?

4. The Government restricted the issue of LPG cylinders at subsidized rates to nine per family per year. (a) Name and explain the dimension of business environment highlighted in the given statement. (b) What is the value hereby elicited by the government?

5. 'Our constitution provides for reservation for minorities in education and jobs'.

(a) Identify the type of dimension of business environment.

(b) State the values promoted.

6. In recent times the Govt. has increased the prices of diesel and LPG. Identify and explain the dimension of business environment. Which value is being overlooked here?

7. After the change in Government Policies, foreign companies like coca-cola have prohibited working in India. Identify and explain the dimension of business environment. These steps of the government have boosted which values?

8. Just after declaration of Lok Sabha elections 2009 results, the Bombay stock exchange's price index (Sensex) rose by 2100 points in a day. Identify and explain the environment factor which leads to this rise.

9. "Business environment is easy to understand in parts separately but it is difficult to understand in totality." Identify feature of Business environment from this statement and explain its other features also.

10. 'Demand for reservation in jobs for minorities'. Identify and explain the type of dimension of business environment. State the values promoted in the above case.