

## Hi-Tech Institute of Engineering &amp; Technology

## DEPARTMENT OF COMMERCE &amp; MANAGEMENT

## Course MBA

(SEM- 6<sup>th</sup>) EVEN SEMESTER MODEL PAPER 2022-23

Subject Code: KMBN-201

Subject Name: BUSINESS ENVIRONMENT  
& LEGAL ASPECTS

Faculty Name: DR. PRAGYA AGARWAL

Time: 90 Minutes

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

## SECTION-A

1. Attempt all question in brief.

2x 10 = 20

Q.No	Question	Marks	CO
a.	State different types of business organizations.	2	1
b.	Point out micro environmental factors.	2	1
c.	Mention different types of economic systems.	2	1
d.	State elements of LPG model in business environment.	2	1
e.	What is quasi contract?	2	2
f.	Mention the exceptions to the rule of no consideration, no contract.	2	1
g.	State different types of meetings in companies.	2	1
h.	What is MOA?	2	2
i.	Define digital signatures.	2	1
j.	Point out the duties of subscribers.	2	4

## SECTION-B

2. Attempt any FOUR of the following:

4x10 =40

Q.No	Question	Marks	CO
B	How the directors of company are appointed? What are their rights and liabilities?	10	3
b.	Discuss different kinds of companies and steps in formation of a company.	10	4
c.	Explain the characteristics of company. How the auditor is appointed? What are his rights and liabilities?	20	4
d.	What are the duties of subscriber as per provision of Information Technology Act, 2000?	10	1
e.	Illustrate the implications of Michael Porter's five forces analysis model in business.	10	1

## SECTION-C

3. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
a.	Evaluate different factors affecting international business environment in our country.	10	2
b.	"An agreement enforceable by law is a contract." Discuss the definitions and bring out clearly the essentials of a valid contract.	10	3

4. Attempt any ONE part of the following:

1x10 = 10

Q.No	Question	Marks	CO
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a.	<b>Describe various macro environment factors in Indian economy.</b>	<b>10</b>	<b>2</b>
b.	<b>Explain various internal factors to enterprise in present changing scenario.</b>	<b>10</b>	<b>3</b>

**5. Attempt any ONE part of the following:**

**1x10 = 10**

Q.No	Question	Marks	CO
a.	<b>Explain consumer dispute redressal agencies in details.</b>	<b>10</b>	<b>4</b>
b.	<b>Who is an unpaid seller? What are the Rights of an unpaid seller?</b>	<b>10</b>	<b>1</b>

**6. Attempt any ONE part of the following:**

**1x10 = 10**

Q.No	Question	Marks	CO
a.	<b>Evaluate contribution of E-Governance in development of modern India.</b>	<b>10</b>	<b>5</b>
b.	<p><b>The marketing department of the Coca-Cola develops core strategies for company brandsto make sure that all communication is consistent in all the markets. With a combined effort, the Coca-Cola system attempts to maximize its resources for profitable growth and market leadership. The marketing departments are responsible for product’s advertisement,marketing and promotion. If all these departments perform their duty effectively, then the objectives of the Coca-Cola Company will be met. Coca-Cola agreed to swap some brandsand buy a 17 % stake in Monster Beverage Corp for about \$2.15 billion, increasing its bet on the rapid growth of the energy drink market. Under the agreement the two companies will share their production, marketing and distribution.</b></p> <p><b>Marketing intermediaries aid the company in promoting, selling and distributing its goods to the end customers. Intermediaries encompass marketing agencies, distribution firms and resellers. For example, in a deal, Coke joined hands with a US- based company Wendy thatit will provide coke to all the fast food chains located in the US. In this case, Wendy is an importance example of intermediary for coke.</b></p> <p><b>Suppliers offer raw materials and resources that are required by the firms to produce foods and services. For example, bottling partners is a company-owned entity, namely Hindustan Coca Cola Beverages Ltd. Suppliers always play a crucial role in the operations of every firm.</b></p> <p><b>Customers of coke differ massively in terms of age. From kids to youngsters, youngsters to elders and elders to older people, coke has always captured high customer attention for decades. For example, with the help of market survey, Coke finds that one million US population drinks coke with breakfast every single day. This is how coke favorite drink of customers for centuries. Recent survey shows that coke is the only product in the world of which more than 85% of the population is well companies have to keep updated study of their customers. In case of coke, the company has always maintained excellent customer retention.</b></p> <p><b>Coca-Cola’s annual Stakeholder Panel is particularly insightful with members of the Panel drawn from NGOs., Academia, investors, trade associations, suppliers and other technical experts. The Panel’s scope is to identify emerging risks and</b></p>	<b>10</b>	<b>4</b>

	<p><b>opportunities encourage company demonstrate ever-greater leadership and innovation.</b></p> <p><b>i) What are the micro business environment components of Coca-Cola as in the case mentioned above?</b></p> <p><b>(ii) How has Coca-Cola maintained its customer base?</b></p>		
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