

CHOITHRAM SCHOOL MANIKBAGH INDORE
CLASS XI Session: 2017-18

SUBJECT- BUSINESS OPERATIONS AND ADMINISTRATION ASSIGNMENT No. 2
Scheduled Date: 11/08/2017 Submission Date: 16/08/2017

Q.no	Questions	Mark
Very Short Answer		
1.	Which environment describes characteristics of the society in which the organization exists?	1
2.	It is the process by which government control over the industry is being loosened. Give the term to which this statement is trying to indicate.	1
3.	Banking sector reforms have led to easier credit terms and better services. This is an example of a key component of the “Business Environment” Name this component?	1
Very Short Answer		
4.	What do you mean by business environment? Explain the features of business environment.	2
5.	Explain PESTEL with example.	2
6.	State the factors of Macro Environment.	2
7.	State the factors of Micro Environment.	2
Short Answer		
8.	‘ Understanding of environment by business managers enables them not only to identify and evaluate, but also to react to the forces external to their firms.’ In light of the statement, explain any four points of importance of business environment.	3
9.	The court passed an order that all schools must have water purifier for the school children as: <ol style="list-style-type: none"> 1. Society in general is more concerned about quality of life; 2. Innovative techniques are being developed to manufacture water purifier at competitive rates 3. Incomes are rising and children at home are also drinking purified water. 4. The Government is also showing positive attitude towards the water purifier business. Identify the different dimensions of business environment by quoting from the above details.	3
10.	Explain any three positive effects of liberalization and globalization on business and industry.	3
Long answer		
11.	Explain any five negative effects of liberalization and globalization on business and industry in India.	5
12.	A leading FMCG company manufacturing potato chips as its premium snack feels the need to steer ahead of its competitors. It asks for suggestions from its employees. The employees feel that the market for potato chips as a segment has become commoditized. They suggest that innovation in finger snacks was much more & it would also help the firm overcome the volatility & severe shortage of chips- grade potatoes in India. Besides change in prices of potato often lead to change in profit margins of the firm. Keeping in mind the fact that consumers are health conscious the company executes the suggestions of its employees by introducing variant of finger snacks including multi grain, pulses & regional flavours under its ‘Kingo’ brand. <ol style="list-style-type: none"> 1. Which environment awareness is being identified by the company? 2. Identify the dimension of business environment by quoting from above 	5

	lines. 3. Define the dimension so identified above. 4. List any two values shown by the company.	
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