

occasion and the need for Coke to be present there, product design and creative advertising.

Questions:

- (a) In the context of the above given case, identify one valid importance of Business Environment.
- (b) Identify the feature of Business Environment which The Coca-Cola Company managed to get in their favor.
- (c) Which business environment did Coca-Cola majorly tap into? Elaborate.

MBCP 1004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2025.

First Semester

Common Paper

BUSINESS ENVIRONMENT

(2023-24 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Discuss the characteristics of Business Environment.
2. Describe the importance of Social Responsibility of Business.
3. What is the role of Professionalism in family business? Elucidate.
4. Why social infrastructure important for the economy?

5. Describe the features of Mixed Economy System.
6. Enumerate the features of Multi National companies.
7. Illustrate the merits of Multinational companies in Host country.
8. Discuss the Need for Foreign capital.

PART B — (5 × 8 = 40 marks)

Answer any FIVE questions.

9. Describe the various types of Business Environment with suitable examples.
10. Discuss the Importance and Principles of Business Ethics.
11. What is Resource base of the economy? Elaborate the different types of economic resources.
12. Describe the various demographic issues in business with suitable examples.
13. "Contribution of Infrastructure to the economic development of India-Elucidate.
14. Discuss the impact of Natural resources to the business economy.

15. Evaluate the Emerging trends in business and Management.
16. Analyze the role of foreign capital in Economic development.

PART C — (1 × 15 = 15 marks)

Answer the following.

17. Case study: Compulsory

The name and taste of Coca-Cola is known to almost each and every individual in India as well as throughout the world. This carbonated soft drink Holds the most market share in the soft drink market and got itself a special seat in each and every gathering. The Coca-Cola Company has on occasion introduced other cola drinks under the Coke name. The most common of these are Diet Coke, along with others including Caffeine free Coca-Cola, Diet Coke Caffeine free, Coca-Cola Zero Sugar, Coca- Cola Cherry, Coca-Cola Vanilla and the list goes on. It has capitalized on each and every opportunity to market itself effectively and place itself in the middle of every gathering.

The main reason for such an outstanding placement of product goes to the way they have established the connection between every