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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Mar 2024****Duration : 90 Minutes
Max Marks : 50****Sem VI - I1UA601T - Business Environment**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is the primary objective of SIDBI? K2 (2)
- 2) What is the business environment, and why is it important for organizations? K1 (3)
- 3) Explain Porter's Five Forces model and its significance in competitive analysis. K2 (4)
- 4) Discuss the environmental analysis techniques SWOT and ETOP. K2 (6)
- 5) What are the main factors influencing the business environment in the tourism industry? K3 (6)
- 6) Explain the variants of capitalism, including laissez-faire capitalism, welfare capitalism, and state capitalism. K3 (9)
- 7) How can organizations foster a culture of innovation and entrepreneurship in the business environment? K4 (8)
- 8) How does the competitive analysis of an industry using Porter's Five Forces model help organizations formulate strategic decisions? K4 (12)

OR

What are the main components of a PESTEL analysis, and how can organizations use this analysis to assess the business environment? K4 (12)