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I Semester M.B.A. (Day & Evening) Degree Examination, April/May - 2026

MANAGEMENT

Business Environment and Public Policy

(CBCS Scheme 2025)

Paper : 1.3

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five of the following questions. Each question carries 5 marks.

(5×5=25)

1. Explain Corporate Social Responsibility (CSR) and its integration with ESG.
2. Explain the internal and external environmental factors affecting business.
3. What is Industrial sickness? Explain the major causes of industrial sickness in India.
4. Explain the objectives and key provisions of the patent regulations.
5. Explain the objectives and significance of Fiscal Policy.
6. Briefly explain the role of regulatory bodies in business governance.
7. Explain the socio-cultural problems of business in India.

SECTION - B

Answer any Three of the following questions. Each question carries 10 marks.

(3×10=30)

8. Explain e-governance and digital policy interface. Discuss Digital India, UMANG, DigiLocker, e-procurement, and CSCs.
9. Analyse the role of LPG reforms in integrating India into global Economy? Explain the challenges in brief.
10. Explain:
    a) Trade policy and FDI Regulations.
    b) Infrastructure Policy
    c) Technology and Innovation Policy
11. What is public policy? Explain the types of public policies with examples.

[P.T.O.

12. Case Study. **(1×15=15)**

NexGen Agro Solutions is a growing agri-processing enterprise located in Karnataka, engaged in organic food processing and rural supply - chain development. Established in 2016, the company benefits from government initiatives such as Digital India, Atmanirbhar Bharat, and GST reforms, which have improved market access, digital payments, logistics efficiency, and transparency in operations.

The firm uses digital platforms for procurement, tax compliance, and farmer payments, increasing operational efficiency. However, it also faces challenges such as frequent regulatory changes, compliance costs, and competition from large agribusiness corporations supported by globalization and liberalization policies. Foreign investment in agri-business has increased technological advancement but intensified market competition for domestic firms like NexGen.

Recently, NexGen adopted ESG principles by promoting eco-friendly packaging, sustainable farming practices, and rural employment generation. The company integrates its CSR activities with ESG goals through farmer training programs, water conservation projects, and skill development initiatives.

Despite growth opportunities, NexGen faces strategic issues in managing regulatory risk, policy uncertainty, and sustainable business integration while maintaining profitability and competitiveness in a dynamic business environment.

Questions:

a) Analyze the impact of government policies on NexGen Agro Solutions.

b) Evaluate the challenges created by globalization and regulatory compliance for the firm.

c) Examine the role of ESG and CSR in ensuring sustainable business growth.