

JK Lakshmipat University Jaipur
INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination, April 2024
BCA, Semester II, 2023-26

Roll No.....

LS1108: ESSENTIALS OF BUSINESS MANAGEMENT Time: 2.5 hours Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Attempt any 4 questions from section –A.
 3. Section-B is compulsory
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SECTION- A

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| 1 | With change in the consumption habits of people, Neelesh, who was running a sweets shop shifted to chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got lot of orders online and earned huge profit by selling chocolates. Identify and explain the dimensions of business environment reflected in the given situation. | 5 marks
(LO-2) |
| 2. | Resolutions Pvt. Ltd. is a publishing company. Its book on Business Management for University students is in great demand. As a result, the employees in the marketing department are always racing against time as they have to work overtime and on holidays as well to cater to the demand. The work stress has led to dissatisfaction among the employees of the marketing department. How planning can help the marketing team? Explain the steps in planning? | 5 marks
(LO-3) |
| 3. | Explain the 3 levels of Corporate Social Responsibility? Discuss the importance of CSR in current business scenario? | 5 marks
(LO-4&5) |
| 4. | Explain principal functions of management? Discuss how these functions differ in importance at different levels of Management? | 5 marks
(LO-1&2) |
| 5. | Define any 2 concepts with examples
a. Law of Supply
b. Determinant of Demand
c. Market equilibrium | 5 marks
(LO-1) |

Section- B

Read the case study and answer the questions:

Nestle found itself in trouble after reports surrounded that the brand adds sugar to infant milk sold in less affluent nations including India but not in its primary markets like Europe or the UK.

The revelation came to light when "Public Eye," a Swiss investigative organization, and IBFAN (International Baby Food Action Network) dispatched samples of the company's baby food items marketed in Asia, Africa, and Latin America to a Belgian laboratory for examination.

The Food Safety and Standards Authority of India (FSSAI) then initiated an inquiry into the sugar content controversy surrounding Nestle's Cerelac products.

In response to the allegations, FSSAI affirmed its commitment to investigating the issue thoroughly. If Nestle is found to be at fault, the regulatory body has vowed to take stringent action against the brand. As part of the investigative process, a committee will be formed to delve into the details of the case.

The brand soon responded to the controversy with a clarification. "We would like to assure you that our Infant Cereal products, are manufactured to ensure the appropriate delivery of nutritional requirements such as Protein, Carbohydrates, Vitamins, Minerals, Iron etc. for early childhood," ANI quoted the company saying....

"We never compromise and will never compromise on the nutritional quality of our products. We constantly leverage our extensive Global Research and Development network to enhance the nutritional profile of our products," it further added.

(Source: Economic Times, 25th April, 2024)

Questions

1. Analyze the business environment of Nestle and how it has impacted the company? Which dimension of business environment is reflected in above mentioned news? 5 marks
(LO-1)
2. Prepare the SWOT analysis of Nestle based on the given news and your personal experience as an customer? 5 marks
(LO-5)
3. Explain at which stage of Business Life Cycle the company is and why. Support your answer with valid argument? 5 marks
(LO-5)
4. Do you think company has violated any principle of CSR, explain how? Suggest few CSR activities which company can undertake to be a responsible business? 5 marks
(LO-4&5)
