

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT
End Term Examination, December 2025
B.Tech

LS1109: MANAGING BUSINESS FUNCTIONS

Roll No.....
Time: 2.5 hours Max. Marks: 40

Instructions to students:

- Do not write anything other than your roll number on the question paper.

1. Answer the following questions in 50 words each. All questions carry equal marks. 10.0
(Attempt any five only) Marks
- A. A CEO motivates employees to rethink old processes and inspires them to work toward a bold new vision. Identify the style of leadership is being demonstrated all explain the characteristics of the leadership style. LO 2,3
- B. "A company and its owner are two separate legal entities". Do you agree/disagree? Justify your answer.
- C. Market segmentation includes identifying distinct customer segments based on needs, preferences, and behaviors. Discuss.
- D. Discuss any two environmental parameters considered under the ESG framework.
- E. How is the term "product" interpreted as a strategic element of the marketing mix?
- F. In terms of financial management, what are current assets and current liabilities?
2. Answer the following questions in 200 words each. All questions carry equal marks. 30.0
(Attempt any six only) Marks
- A. What is product innovation? Identify the market drivers of innovation. LO 2,4
- B. Explain the internal and external environment of business with examples.
- C. Describe the inbound and outbound logistics function in a company.
- D. Describe the structure and components of an income statement and balance sheet with suitable illustration.
- E. Discuss the importance of environmental sustainability for modern day companies.
- F. Discuss the evolution of marketing concepts from production era to digital era.
- G. "One of the major roles of an HR manager is to train and develop employees so that they can achieve organizational objectives". Discuss the above statement in the light of significance and process of training and development.