

purchases can be made online from anywhere and at any time with ease and at the consumer's convenience. Hence, malls will have to provide much more than shopping to be able to attract customers. So, he recommends that 'Virtuoso' malls should be restructured into recreation centres, offering more spaces to socialise, host events and concerts, and provide ample Food and Beverages options. Consequently, the share of the entertainment segment and Food and Beverages segment in the overall mall space is increased by 20%. As a result, the company gains enormously by getting the first mover advantage.

In the context of the above case :

- a. Define the term 'Business Environment'.
- b. Explain the terms 'Threats' and 'Opportunities' by quoting lines from the paragraph.

SECTION D

16. Mr. Sidharth Aggarwal has completed his education of MBA. During the course of his MBA, he got the full theoretical knowledge of management. Now he has full knowledge of management and is ready to work as a manager. He got selected in **Volta Limited** for the post of Finance Manager. Within a few days of his joining the company, he speeded up the working of his department, although his predecessor, the Finance Manager working prior to Mr. Aggarwal had been more qualified and experienced. [6]

Mr. Aggarwal faced several problems in the course of his working, but he never felt discouraged but overcome them with firmness. During this period he got the opportunity of visiting several other companies. Besides, he participated in several seminars related to the problems of management and learnt the modern methods of management. He had a special interest in reading and writing articles on the problems of management. Because of this reason, there has been a continuous growth in his knowledge and experience of management. Now, he is working as a successful manager. He has obtained a distinct recognition in the field of finance.

- a. In the above paragraph, three points of a concept of the nature of management have been described. Identify this concept.
- b. Describe briefly the three points of the concept identified in (a) by quoting the relevant lines.

OR

Rajveer works as a plant superintendent in a carpet making factory. In order to complete the export orders on time, the production manager asks him to make the workers work overtime whereas the finance manager is strictly against this practice because it will increase the cost of production. Moreover, Rajveer feels that since the company is manufacturing handmade carpets as well as machine-made carpets there is a lot of overlapping of activities. Therefore, there should be two separate divisions for both of them wherein each division should have its own in charge, plans and execution resources.

In the context of the above case:

- a. Identify and explain the principle of management which is being violated.
- b. Also, identify the principle of management that Rajveer feels should be implemented in the factory.
- c. Give any two differences between the principle of management as identified in part (a) and part (b) respectively.

17. In the year 2016, the State Government of Kerala had made it mandatory for Anganwadi hostels and canteens in educational institutions to secure the Food Safety and Standards Authority of India (FSSAI) license to ensure food safety. As the educational institutions also get categorized as food business operators in the event of the annual turnover of the hostels, they run exceeding Rs. 12 lakh per annum. [6]

In the context of the above case:

Identify and explain the various dimensions of the business environment being referred to here.