## **SECTION – B**

(Compulsory Question)

## **1 x 10 = 10** Marks

Veena, after completing her MBA, took up a job in a multinational company named 'Fortio'. The company was paying good salary and perks to its employees. The wages were within the paying capacity of the company that provided the employees a reasonable standard of living. The company also had a good work-culture and the behavior of superiors was very good towards their subordinates. Veena was very happy in this organization, but due to long working hours she did not have time to cook her meals. She had to depend on outside food, which was deteriorating her health. She observed that this problem was faced by many of her colleagues, not only in her company but also in many other companies. This was because of increase in the number of working women and non-availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office goers at a reasonable price. At the end of the day she also started distributing the left-over food in the nearby night-shelters.

1. State the dimension of business environment being discussed above.

2. Identify the opportunities and threats posed by the environment for Veena's business.

3. Identify any two values being communicated by the company to the society in the above case.

\*\*\* END \*\*\*