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M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2019.

Second Semester

Commerce – Core

BUSINESS ENVIRONMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. _____ industry requires huge capital investment, uses complex technology and the production cycle is long.
- (a) Small scale industry
 - (b) Tiny industry
 - (c) Heavy
 - (d) Light

2. Environment refers to all _____ which have a bearing on the functioning of business.
- (a) Internal forces
 - (b) External forces
 - (c) Semi forces
 - (d) Economic forces
3. A good environment is good business. Who said this?
- (a) Dr. MS. Swaminathan
 - (b) Dr. SS Rao
 - (c) Dr. M. Sing
 - (d) Dr. R. Rajan
4. Administrative control contains _____.
- (a) Industrial policy
 - (b) Economic planning
 - (c) GNP
 - (d) GDP
5. The techniques of privatization are contract _____ and concession.
- (a) Building
 - (b) Free
 - (c) Leases
 - (d) Hire purchase



6. The _____ activities involved in bringing raw materials to the factory and end products from there the market constitute business.
- (a) Complex (b) Single
(c) Multitudinous (d) Varied
7. Free trade is based on the principle of _____.
- (a) Comparative advantage
(b) Comparative scale
(c) Economies of advantage
(d) Production possibility advantage
8. Multinational corporations is also referred to _____.
- (a) Multinational collaboration
(b) Multinational entity
(c) Transnational corporation
(d) Multinational development
9. Social and cultural environment comes under _____ environment.
- (a) Micro (b) Macro
(c) Semi Micro (d) De Micro

10. _____ to leisure varies from country to country.
- (a) Altitude (b) Function
(c) Motivation (d) Pain

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Distinguish between internal environment and external environment.

Or

- (b) Explain the concept of natural environment of business.

12. (a) What are the recommendations of Birla committee?

Or

- (b) How is industrial policy important to a nation? Explain remedial measures taken by the Government towards industrial sickness.



13. (a) What are the merits and demerits of privatization?

Or

- (b) Explain how corporate governance policies affect business.

14. (a) Identify the types of foreign investments in Indian business.

Or

- (b) State the importance of WTO.

15. (a) Mention the responsibilities of business to different sections.

Or

- (b) Write a note on 'Social audit'.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) "Why should one study business environment?" — Explain.

Or

- (b) Why do environmental analysis? Explain.

17. (a) Enumerate the major changes brought out in Industrial policy, 1991.

Or

- (b) Discuss the impact of foreign culture on business in India.

18. (a) Discuss the Rengarajan committee on disinvestment.

Or

- (b) What is privatization? Explain the routes of privatization.

19. (a) Enlist the various stages of globalization.

Or

- (b) Explain the pros and cons of globalization.

20. (a) Describe the unethical practices against stakeholders.

Or

- (b) Suggest the arguments for and against social responsibility of business.

