



M 26490

Reg. No. :

Name :

**I Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.) Examination,
November 2014
(2013 and Earlier Admn.)
COMMERCE
Paper – I : Business Environment**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions **each** carries **8** marks.

1. Explain briefly the goals of business.
2. Describe various steps in environmental analysis.
3. What are the benefits and reason of buy back of shares ?
4. What are the factors responsible for the growth of MNCs ?
5. State the objectives of the New Industrial Policy 1991.
6. Explain the significance of small scale industries in India.
7. What are the factors facilitating globalisation in India ?
8. Write a note on the significance of business environment.

(5×8=40)

SECTION – B

Answer **any two** questions **each** question carries **20** marks.

9. What is WTO ? What are its functions and principles ?
10. Explain the natives and objectives behind mergers.
11. Bring out the features and benefits of social audit.
12. Explain the forces pressuring the corporate social responsibility programmes.

(2×20=40)