



M 26598

Reg. No. : .....

Name : .....

I Semester M.A./M.Sc./M.Com. Degree (Reg./Supple./Improv.)

Examination, November 2014

COMMERCE (2014 Admn. under CBSS)

COM1C01 – Business Environment and Policy

Time : 3 Hours

Maximum Marks : 60

SECTION – A

Answer **any four** set of the following.

- |   |   |
|---|---|
| I. a) Define Business environment.                                | 1 |
| b) Discuss the micro environmental factors of business.           | 3 |
| c) Critically examine environmental analysis.                     | 5 |
| II. a) What do you mean by fiscal policy ?                        | 1 |
| b) What are the objectives of fiscal policy ?                     | 3 |
| c) Explain the different methods of fiscal policy.                | 5 |
| III. a) What do you understand by technology ?                    | 1 |
| b) Explain the features of technology.                            | 3 |
| c) Discuss the impact of technology on the society.               | 5 |
| IV. a) Define social responsibility.                              | 1 |
| b) What are the barriers to social responsibility ?               | 3 |
| c) What are the arguments for social responsibility of business ? | 5 |
| V. a) What do you mean by MNCs ?                                  | 1 |
| b) Explain the features of MNCs.                                  | 3 |
| c) Critically examine the operations of MNCs on Indian economy.   | 5 |

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- VI. a) What is environmental analysis ? 1
- b) Explain the steps involved in environmental analysis. 3
- c) Discuss the component of business environment. 5

SECTION - B

Each question carries 12 mark.

- VII. Explain what globalisation is and what are the factors impeding globalisation in India ? 12

OR

Explain the different forms of Foreign investments.

- VIII. What do you understand by ethics ? Why is ethics more important for business ? 12

OR

Describe the factors influencing Foreign Direct Investment (FDI).