



K15P 0322

Reg. No. :

Name :

I Semester M.Com. Degree (Reg./Sup./Imp.) Examination, November 2015
(2014 Admission Onwards)

COMMERCE

COM 1C01 : Business Environment and Policy

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any 4** sets from the following, **each** carries **9** marks :

- I. a) What do you mean by 'social audit' ?
b) What are the objectives of social audit ?
c) Discuss the different methods of social audit.
- II. a) Define industrial policy.
b) What are the objectives of Industrial Policy 1991 ?
c) Critically examine the Industrial Policy 1991.
- III. a) Define Multinational Corporation.
b) How MNCs are organising their operations in different countries ?
c) Critically examine the operations of MNCs.
- IV. a) Define monetary policy.
b) What are the objectives of monetary policy ?
c) Examine the measures taken to achieve the objectives.
- V. a) What is business activity ?
b) Mention the objectives of business activity.
c) Explain the economic objective of business.

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- VI. a) What is technology ?
b) State the characteristics of technology.
c) How technology is influencing the society ?

SECTION – B

Answer the following, **each** question carries **12** marks.

- VII. Define social responsibility. Explain the arguments for and against corporate social responsibility.

OR

Explain the different forms of controls and regulations made by government over business.

- VIII. What is globalisation ? Examine the favourable and unfavourable factors of globalisation in the Indian Economy.

OR

Discuss the various factors that constitute the economic environment of a business.
