



K16P 1313

Reg. No.: .....

Name: .....

**First Semester M.Com. Degree (Reg./Suppl./Imp.)  
Examination, November 2016  
COMMERCE  
(2014 Admission Onwards)  
COM1C01 : 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) Define Business Environment.  
b) Distinguish between micro and macro environment.  
c) What are the factors affecting micro environment ?
- II. a) What do you mean by fiscal policy ?  
b) What are the objectives of fiscal policy ?  
c) Examine the different methods of fiscal policy.
- III. a) What do you mean by technology ?  
b) State the hurdles in technological development.  
c) Explain the methods of transfer of technology.
- IV. a) State the meaning of corporate governance.  
b) Distinguish between corporate governance and corporate management.  
c) What are the pre-requisites of good corporate governance ?
- V. a) Define culture.  
b) What are the element of culture ?  
c) How culture influence business ?

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- VI. a) What do you mean by new economic policy ?  
b) State the need of new economic policy.  
c) Discuss the features of new economic policies under economic reform.

(4×9=36)

SECTION – B

- VII. a) Discuss the various factors affecting the Foreign Direct Investment (FDI).

OR

- b) Explain the strategies for globalisation.

- VIII. a) Discuss the economic role of the government with regard to regulation, promotion, entrepreneurship and planning.

OR

- b) Explain the process of environmental analysis of the state the role of the business manager in analysis.

(2×12=24)

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