



K17P 1549

Reg. No. :

Name :

**First Semester M.Com. Degree (Reg./Suppl./Imp.) Examination,
October 2017**

(2014 Admission Onwards)

COM 1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four**. Part **A** – 1 marks. Part **B** – 3 marks. Part **C** – 5 marks.

- I. a) What is business ethics ?
b) What are the important ways of promoting business ethics ?
c) State the commonly advocated business ethics.
- II. a) What do you mean by monetary policy ?
b) State the objectives of monetary policy.
c) Briefly explain the measures taken by the RBI to achieve the objectives of monetary policy.
- III. a) What is WTO ?
b) What are the specific functions of WTO ?
c) Distinguish between GATT and WTO.
- IV. a) What is an MNC ?
b) What are the different forms of multinational corporation ?
c) Explain the harmful effects of the operations of MNCs on the Indian Economy.
- V. a) What is social audit ?
b) What are the features of social audit ?
c) What are the activities included in the scope of social audit ?

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- VI. a) What do you mean by SEBI ?
b) What are the basic objectives of SEBI ?
c) State the powers and functions of SEBI.

(4×9=36)

SECTION – B

- VII. a) "Profit can no more be the objective of business than eating is the objective of living". Explain the socio-economic objectives of business in the light of this statement.

OR

- b) Why do we need the study of business environment ? What are the limitations of business environment ?

- VIII. a) Bring out the challenges of globalisation.

OR

- b) "Social responsibility of business is a two way traffic" explain this statement.

(2×12=24)