



K18P 1387

Reg. No. :

Name :

First Semester M.Com. Degree (Reg./Suppl./Imp.)
Examination, October 2018
(2014 Admn. Onwards)
COM 1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section.

Each question carries **1** mark for Part **a**, **3** marks for Part **b**, and **5** marks for Part **c** : **(4×9=36)**

1. a) What do you understand by environment analysis ?
b) Explain the important features of business environment.
c) List out the factors of external business environment.
2. a) What is FEMA ?
b) Discuss the distinction between MRTP Act and Competition Act.
c) Write a note on forms of business regulations.
3. a) What is meant by disinvestment ?
b) Briefly explain about economic system.
c) What are the important problems of deficit finance ?
4. a) What is an MNC ?
b) What do you understand by GATT ? Discuss its principles.
c) Discuss the strategies for globalization.
5. a) State the meaning of 'micro environment'.
b) Bring out the limitations of environmental analysis.
c) Discuss the merits and demerits of socialism.

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- 6. a) What do you understand by business ethics ?
- b) Explain the concept 'social audit'.
- c) Why should business be responsible towards society ?

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

(2x12=24)

- 7. a) Explain the causes of unemployment in India. What measures would you suggest to solve this problem ?

OR

- b) What is FDI ? Critically evaluate about the flows of FDI in India.

- 8. a) "Firms which systematically analyze and diagnose the environment are more effective than those which don't". Elucidate.

OR

- b) Regulatory environment has more impact on business than economy. Comment.
