



K23P 3251

Reg. No. :

Name :

**First Semester M.Com. Degree (CBSS – Supple. (One Time Mercy
Chance)/Imp.) Examination, October 2023
(2014 to 2022 Admissions)
COM1C01 : 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).

1. a) Peter F. Drucker points out, "the main objective of any business is to create a customer". What does this mean ?
b) "Competition Act is an improvement over MRTP Act." Justify.
c) Outline the key socio-cultural factors that impact business operations in India with examples.
2. a) Compare TRIPS and TRIMS.
b) Narrate the dark side of Globalisation in India today.
c) Give a brief account of the functions of SEBI.
3. a) Comment on the terms, 'Cultural Shock' and 'Cultural Lag'.
b) Emphasise the objectives and importance of Social Audit.
c) Enumerate the important factors affecting the political climate of a business.
4. a) When does 'Frictional Unemployment' occur ?
b) Summarise the contemporary challenges to Intellectual Property Rights in India.
c) "Strong and effective Corporate Governance helps to cultivate a culture of integrity and positive performance in an organization." Discuss.

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5. a) Clarify the meaning of 'Inflation' and 'Deflation'.
b) Identify the various ways in which Artificial Intelligence is important in today's business environment.
c) Discuss briefly the driving factors for the growth of Start-Ups in India.
6. a) What is 'SWOC Analysis' in a Business Plan ?
b) Highlight the important objectives of the Liberalisation Policy in India.
c) Analyse the rising challenges of manpower in the present Indian Business Environment. (4×9=36)

SECTION – B

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

7. a) Describe in detail the pros and cons of Privatisation of Indian business with examples.
OR
b) "Profit motive and social motive should be complementary to each other." Critically evaluate this statement with examples, keeping in mind the merits and demerits of CSR in the modern scenario.
8. a) "Business development can't proceed without exploitation of natural resources." Keeping this in mind, outline the causes of climate change in India. How responsible are Indian corporates for protecting the environment ?
OR
b) Examine the emerging trends and challenges in the rural sector in India. (2×12=24)