

M.Com. DEGREE EXAMINATION, NOVEMBER 2018
II Year III Semester
Core Major
BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Business Environment.
2. What are Environmental factors?
3. What are Economic Reforms?
4. Define Globalisation.
5. List out few features of Multinational Corporations
6. What is Social Responsibility of business?
7. What is meant by Business Ethics?
8. What is SWOT Analysis?
9. What are Economic Policies?
10. What do you mean by Liberalisation?
11. Write short note on Economic Environment
12. State the objectives of WTO.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Explain the difference between Internal Environment and External Environment.
14. State the advantages of MNC'S.
15. Explain the role of FDI in the Developing countries.
16. List out the unethical practices in business.
17. What is Micro Environment? State the important forces in micro environment.
18. What are all the Types of Strategies?
19. Explain the factors involved in Economic Environment of business.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Explain the steps in Environmental Forecasting.
21. Explain the Social Responsibility of business towards various (Stake holders).
22. Explain the significance, Advantages and disadvantages of business Strategy.
23. Describe the Ecological and Environmental issues in business.

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