

M.Com. DEGREE EXAMINATION, NOVEMBER 2018
I Year II 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 the term Globalisation.
2. Define Culture.
3. What is 1) Business Ethics. 2) Social Responsibility.
4. What is CSR?
5. Any two Environmental issues in Business.
6. Explain 1) Policy. 2) Strategy.
7. What are the principles of Corporate Governance?
8. List out any two Social Responsibility of a Business.
9. Why is Ethics Importance?
10. What do you mean Environmental Threat?
11. How would you identify the strength of an Organisation.
12. What is Economic Environment?

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

Answer any **FIVE** questions

13. What are the technique of Environment Forecasting?
14. Discuss the relationship between Business & Society.
15. List out the Advantages & Disadvantages of Business Strategies.
16. What are the benefits of SWOT Analysis?
17. Explain briefly the contribution of policy towards Foreign Investment in India.
18. What is ETOP? Explain?
19. Write down the Advantages of Globalisation.

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

Answer any **TWO** questions

20. Explain the Ethical Issues & Values in Business.

21. Discuss the Current Economic Issues Affecting the Business in India.
22. What is Business Environment? Explain the various factors of Business Environment.
23. Explain the various benefits of MNC's and their Participation in India.

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