

M.Com DEGREE EXAMINATION, APRIL 2019
II Year III Semester
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 is Cultural Environment? How does it affect Business?
3. Define Fiscal Deficit.
4. Write short note on 'Environmental Threat and Opportunity Profile'.
5. What do you understand by 'Globalisation'?
6. List out any two reforms made to adopt 'Liberalisation'.
7. What are Multi-national Corporations (MNCs)?
8. What do you mean by 'Industrial Sickness'?
9. What is 'Business Policy'?
10. What is meant by 'Business Strategy'?
11. What do you mean by 'Business Ethics'?
12. Why is Social Responsibility important for Business?

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

Answer any **FIVE** questions

13. Write short notes on: (a) Socio-Cultural Environment (b) Politico-Legal Environment
14. What is SWOT Analysis? Discuss its relevance to business decision-making.
15. Give your arguments for and against Privatisation.
16. Briefly explain the different types of Business Strategies.
17. Enumerate the need for Business Ethics.
18. Explain the reasons for growing concern for Social Responsibility.
19. Write short notes on: (a) Industrial Licencing (b) Monetary Policy

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

Answer any **TWO** questions

20. What is Environmental Forecasting? Explain the techniques of forecasting?
21. Briefly explain the impact of Liberalisation policy on different sectors.
22. Comment on the role of Multinational Corporations in the context of foreign investments in Indian Industry.
23. Briefly explain the Ecological factors affecting the business.

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