

**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. What is internal environment of business?
2. What is environmental forecasting?
3. What is meant by economic reforms in India?
4. What is Multi-National Corporation?
5. What is meant by turnaround strategy?
6. What is LPG?
7. What is SWOT?
8. Write a short note on Business policy
9. What do you mean by competitive advantage?
10. What is business ethics?
11. What are corporate social responsibilities?
12. Define the term "culture".

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

Answer any **FIVE** questions

13. What is environmental analysis? Explain its importance.
14. Explain the impact of liberalization on small business.
15. What are the problems involved in implementing strategies.
16. Explain the strategies of Multinational Corporation.
17. Explain the techniques of SWOT analysis- in detail.
18. Discuss the objectives of corporate social responsibilities of India.
19. Discuss the relationship between Government and business.

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

Answer any **TWO** questions

20. Why should business be responsible towards society? Explain the responsibility of business towards consumers and employees.
21. Discuss the merits and demerits of privatisation.
22. Explain the competitive strength of Indian industries.
23. What do you mean by ethics in business? Discuss the role of Government in making business ethical.

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