

M.Com DEGREE EXAMINATION, APRIL 2019
I Year II Semester
Business Environment and Policy

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What are the changing concepts of business?
2. What is meant by ecological environment?
3. What is meant by Corporate Social Accounting?
4. State "INTERNAL POWER RELATIONSHIPS".
5. List any two miscellaneous factors in internal environment.
6. What is meant by industrial policy?
7. What is CORPORA?
8. Explain plant pressure group?
9. What are environment threats for business?
10. What is meant by environmental scanning?
11. List out any four economic policies in business environment?
12. Explain the term called "BUSINESS ETHICS" ?

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

Answer any **FIVE** questions

13. Distinguish between FDI and FII?
14. How does plant pressure group impact on policy formulation ?
15. How business operations get impact in technological environment?
16. "YES INDIA IS ENCOURAGING MNC" – comment this statement with relevant example?
17. List any 5 advantages and disadvantages of business strategy?
18. What are different techniques involved environmental forecasting?
19. What factors enables relationship between business and society?

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

Answer any **TWO** questions

20. What is meant by environmental scanning ? Explain the internal and external factors which affect environmental scanning.
21. Expand LPG and explain its process in India.
22. What is MNC? How they overcome competition in local markets & explain the strategies adopted by MNC?
23. What are Top 10 corporate social issues? Elucidate with preventive measures to overcome corporate social issues?

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