

B.Com(ISM) DEGREE EXAMINATION, APRIL 2019
I Year II Semester
Business Environment

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is meant by Social Environment?
2. Explain the term 'cultural environment'.
3. What is an Economic System?
4. What do you mean by Political Environment?
5. What is Joint Family System?
6. Describe the meaning of Social Attitudes.
7. What is meant by Corporate Social Responsibility?
8. What is Social Organisation?
9. What do you understand by Investment Plan?
10. What is Fiscal Deficit?
11. List out any two nature of Business Environment.
12. What is GDP?

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

Answer any **FIVE** questions

13. Bring out the concept of Business Environment.
14. What are the different types of Economic System?
15. Explain the impact of foreign culture in Indian companies.
16. Explain fundamental rights of a citizen.
17. Describe the various macroeconomic parameters that influence Business.
18. Write a note on Economic and Social Environments.
19. How does linguistic and religious group affect Business?

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

Answer any **TWO** questions

20. Describe the significance of Business Environment.
21. What is the relationship of Government with the business? Explain.
22. Discuss in detail about Social Responsibilities of Business.
23. Explain merits and demerits of capitalistic economy.

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