

M.Com. DEGREE EXAMINATION, EVEN SEMESTER 2021
I Year II Semester
Business Environment and Policy

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. Explain the techniques of Environmental Forecasting
2. Discuss the impact of Liberalisation Policy on different Sectors.
3. Explain the Competitive Strength, Policies and Performance of Multi-National Corporations
4. What is a Strategy? State its Features and Importance.
5. Define Business Ethics. Discuss the ethical Issues and Values in Business
6. Explain the Advantages and Disadvantages of Business Strategy
7. Business is the Product of Environment – Explain. How does the internal factors of environment influence the Policy Formulation?