

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - II

20PCOCT2008 - Business Environment and Policy

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. List out the steps involved in environmental threat and opportunity profile.
2. Relate the impact of liberalization policy on different sectors.
3. Explain the Multinational Corporations participation in India.
4. Classify the types of strategies.
5. Describe the ethical issues and values in business.
6. Relate the need and importance of environmental Scanning.
7. Interpret the importance of policy.
8. Describe the relationship between business and society.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Explain the techniques of environmental forecasting.
10. Examine the economic reforms in India.
11. Ascertain the MNC's strategies, competitive strength, policies and performance.
12. Appraise the advantages and disadvantages of business strategy.

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. Examine the ecological and environmental issues in business.
