

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 - 2023

SEMESTER - II

20PCOCT2008 - Business Environment and Policy

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Discuss the relevance of socio-cultural environment of business.
2. Explain the impact of task environment on business.
3. Explain the various policies towards foreign investment in India.
4. Discuss the various economic reforms in India.
5. Elaborate the importance of Multi-national corporations.
6. Describe the various MNC strategies.
7. Explain the different types of strategies.
8. Bring out the importance of business ethics and social responsibilities.

Section C

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

9. Explain how the economic environment affects business.
10. Write a short note on a) Liberalization & b) Globalization.
11. Explain the various multi-national corporations participation in India.
12. Discuss the importance of business strategy.

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

13. Mr.Rajiv is the owner of ready made garment factory. His main motive is maximizing the profit. For this he is charging high price from customer and supply low quality products. He is not providing good working conditions to workers and pay them minimum wages.

Contd...

Even he did not bother about the pollution caused by his factory. As a result his efficient employer started leaving the job and joining the competitor. The government puts a heavy penalty on him for causing pollution and even number of customer also decrease. He was very upset and could not understand his problem.

- a) According to you what is lacking by Mr.Rajiv?
- b) In the above Para, towards whom he did not meet social responsibility?
- c) Explain social responsibility of business towards different groups.

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 - 2023

SEMESTER - II

20PCOCT2008 - Business Environment and Policy

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

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

1. Discuss the relevance of socio-cultural environment of business.
2. Explain the impact of task environment on business.
3. Explain the various policies towards foreign investment in India.
4. Discuss the various economic reforms in India.
5. Elaborate the importance of Multi-national corporations.
6. Describe the various MNC strategies.
7. Explain the different types of strategies.
8. Bring out the importance of business ethics and social responsibilities.

Section C

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

9. Explain how the economic environment affects business.
10. Write a short note on a) Liberalization & b) Globalization.
11. Explain the various multi-national corporations participation in India.
12. Discuss the importance of business strategy.

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

13. Mr.Rajiv is the owner of ready made garment factory. His main motive is maximizing the profit. For this he is charging high price from customer and supply low quality products. He is not providing good working conditions to workers and pay them minimum wages.

Contd...

Even he did not bother about the pollution caused by his factory. As a result his efficient employer started leaving the job and joining the competitor. The government puts a heavy penalty on him for causing pollution and even number of customer also decrease. He was very upset and could not understand his problem.

- a) According to you what is lacking by Mr.Rajiv?
- b) In the above Para, towards whom he did not meet social responsibility?
- c) Explain social responsibility of business towards different groups.
