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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.) EXAMINATION, JUNE 2018

Second Semester

Complementary—BUSINESS ENVIRONMENT

[Common to Model III—Computer Applications, O.M. and S.P., Taxation and Travel and Tourism]

(2017 Admissions only)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer any ten of the following.

Each question carries 2 marks.

1. Define Business Environment.
2. What do you mean by Disinvestment ?
3. Explain Forecasting.
4. What is CRR ?
5. What do you mean by Business Cycle ?
6. What do you mean by Canopy ?
7. What is HDI ?
8. Define political risk.
9. Explain entrepreneurial role of government.
10. What is Technology Absorption ?
11. What is Joint venture ?
12. What do you mean by licensing ?

(10 × 2 = 20 marks)

Part B

Answer any six questions.

Each question carries 5 marks.

13. What are the major elements of liberalisation ?
14. What are the major effects of globalisation ?

Turn over

15. Explain the monetary measures to control inflation.
16. Explain the concept of mixed economy.
17. What are the major objective of government budget ?
18. Explain the various concepts of national income.
19. Explain the business responsibilities to government.
20. What are the barriers in technology absorption ?
21. What are the advantages of market economy.

(6 × 5 = 30 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

22. What do you mean by environmental scanning ? Explain the major objective of environmental scanning and also the steps involved in process of environmental scanning.
23. What do you mean by BOP ? Explain the major components of BOP and also the major features of BOP.
24. Explain the components of culture.
25. Explain IPR. Which are the major types of IPR.

(2 × 15 = 30 marks)