

**E 2350**

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Reg. No.....

Name.....

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2018**

**Second Semester**

**Complementary Course—BUSINESS ENVIRONMENT**

(Common for U.G.C. Sponsored B.Com. Degree Programmes Travel and Tourism, Computer Application and Taxation)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

**Part A (Short Answer Questions)**

*Answer all questions.  
Each question carries 1 mark.*

1. Define Micro Environment.
2. Mention *two* objectives of Fiscal Policy.
3. What is EXIM policy ?
4. What is innovation ?
5. Explain MRTP Act.
6. What do you mean by multilateral agreement ?
7. What is the meaning of monetary policy ?
8. What is TRIPS ?
9. Explain GDP.
10. Define Demography.

(10 × 1 = 10)

**Part B (Brief Answer Questions)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. Highlight the components of Macro Environment of Business.
12. Distinguish between public sector and private sector.
13. List out main features of MNCs.
14. Highlight main economic factors which affect business environment.
15. What is the role of small industries in our economy ?
16. State few measures to control inflation.
17. Explain FDI.

**Turn over**

18. How are culture and business interdependent on each other ?
19. Distinguish between socialism and capitalism.
20. Write a note on SEBI.
21. What is disinvestment in PSUs ?
22. What is the difference between balance of payment and balance of trade ?

(8 × 2 = 16)

### Part C (Short Essays)

*Answer any six questions.  
Each question carries 4 marks.*

23. Write short note on transfer of technology.
24. How National Income is measured using different methods ?
25. Analyse the social responsibility of business towards the society.
26. Write a brief on Consumer Protection Act, 1986.
27. Explain the impact of legislative measures on business.
28. "Liberalisation is important for further growth of a developing country." Do you agree ? Give reasons.
29. Critically examine the salient features of India's Industrial Policy.
30. Highlight the implications of WTO on Indian Business.
31. Describe the impacts of foreign capital in the industrial development of a country.

(6 × 4 = 24)

### Part D (Essays)

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

32. Highlight the objectives of public Sector in India. What are the Problems by Public Sector in India ? Explain.
33. Critically explain the merits of globalisation from the point of view of economic development of India.
34. Describe the various components of external environment that influence the business policy of an organisation.
35. Explain the main causes of growth and performance of private sector in India.

(2 × 15 = 30)