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(Pages : 2)

Reg. No.....

Name.....



**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2015**

**Second Semester**

**Complementary Course – BUSINESS ENVIRONMENT**

(Common for UGC sponsored B.Com. Degree programmes – Travel and Tourism,  
Computer Application and Taxation)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions each in one sentence.*

*Each question carries 1 mark.*

1. GDP.
2. Capitalism.
3. Monetary Policy.
4. Exchange rate.
5. FDI
6. Strategic policy.
7. MNC.
8. Inflation.
9. Product form competition.
10. Regulatory Authorities of business.

(10 × 1 = 10)

**Part B**

*Answer any eight questions.*

*Each question carries 2 marks.*

11. Define business environment.
12. Explain turbulent environment.
13. What is technology advancement?
14. What is environmental scanning?
15. What do you mean by economic policies?
16. How will you determine national income through product method?
17. Name the ill effects of privatization.

**Turn over**

18. What do you mean by dis-investment?
19. Explain the term "Technology absorptive".
20. Give the features of multinational corporations.
21. Explain the relationship between government and business.
22. Narrate the importance of economic resources.

(8 × 2 = 16)

**Part C (Descriptive/Short Essay Type)**

*Answer any six questions.*

*Each question carries 4 marks.*

23. Distinguish between internal and external business environment.
24. Explain the importance of the study of business environment.
25. Narrate the components of economic environment.
26. How does the natural environment differ from physical environment?
27. List out the components of demographic environment.
28. Explain the nature of business environment.
29. Describe the role of technology in the economic development.
30. What is national income? Explain the various concepts of national income.
31. Explain the recent trends in foreign participation in Indian business.

(6 × 4 = 24)

**Part D (Long Essay Type)**

*Answer any two questions.*

*Each question carries 15 marks.*

32. Describe the relationship between business and Government. Also narrate the role of Government in business environment.
33. Distinguish between micro and macro environment factors. Explain the components of micro business environment.
34. Explain the features of business environment. Elucidate the various economic and social environment of a business.
35. What do you mean by technological environment? Explain various instruments for transfer of technology.

(2 × 15 = 30)