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(Pages : 2)

Reg. No.
Name.....



B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2016

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 Marks : 80

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. Define National Income.
2. What do you mean by macro environment ?
3. Define Political environment.
4. What is technological obsolescence ?
5. Define Public Sector.
6. What is social environment ?
7. Define Innovation.
8. Explain FDI.
9. What do you mean by consumer movement ?
10. What is TRIPS ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Explain the impact of demographic factors on business.
12. Write a short note on WTO.
13. What are the different methods of technology transfer ?
14. Explain the nature of Business Environment.
15. What do you mean by new industrial policy ?
16. What is managing innovation ?

Turn over

17. What are the objectives of Fiscal policy ?
18. What is monetary policy ?
19. What is new economic policy ?
20. What is globalization ?
21. List out the different forms of MNCs.
22. What are the components of political environment ?

(8 × 2 = 16)

Part C (Short Essays)

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

23. Discuss the need and significance of new economic policy.
24. Explain the liberalization policy measures in the Industrial Policy 1991.
25. What responsibilities do the business has towards the government ?
26. Describe briefly the different economic system.
27. Briefly discuss the present industrial policy of the Government of India.
28. Critically evaluate the new industrial policy 1191.
29. What are the causes of globalization ?
30. Explain the role government towards business.
31. Discuss the concepts of national income.

(6 × 4 = 24)

Part D (Essays)

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

32. Explain the term globalization. Is it synonymous with internationalization. Discuss the strategies for globalization.
33. Define MNCs. What are the main features of MNCs ? What are the recent trends in the fields of MNCs ?
34. Briefly explain the changing business environment in India.
35. Who exercises the legislative power of the Indian Union ? Describe the functions of Parliament as the legislative organ of the state.

(2 × 15 = 30)