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(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2019

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 the term Globalisation.
2. What is Economic environment ?
3. What is fiscal policy ?
4. Define National Income.
5. What is Transfer Technology ?
6. What do you mean by Disinvestment ?
7. What is Environmental Scanning ?
8. Explain MNCs.
9. Define Political Environment.
10. What is WTO ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What are the features of technology ?
12. What do you mean by Business environment ?
13. List out any *four* factors coming under micro environment.
14. State the characteristics of social environment.
15. Explain the impact of political ideology on business.
16. What are the objectives of Industrial policy ?

Turn over

17. What do you understand by economic system ?
18. What are the objectives of industrial licensing policy ?
19. What is managing innovation ?
20. What are the characteristics of MNCs ?
21. What do you mean by technology absorptive ?
22. Write a short note on FDI.

(8 × 2 = 16)

Part C (Short Essay)

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

23. Explain the merits and demerits of capitalism.
24. Explain the Macro environment factors.
25. Explain briefly the impact of technology on business.
26. What factors influence business environment ?
27. Discuss the role of technology in the economic development of a country.
28. Explain the laws relating to industrial products and services.
29. Discuss the changing preferences and attitudes of customers.
30. What are the social consequences of technological change ?
31. Explain the legislative measures and its impact on business.

(6 × 4 = 24)

Part D (Essay)

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

32. What are the main types of Business environment? Explain in detail.
33. In what ways the political-legal environments of a country affect business firms ? Explain.
34. What do you mean by technology transfer ? What would be the most appropriate technology for a developing country like India ?
35. What are the principles of WTO? What are its functions ?

(2 × 15 = 30)