

**B.COM. DEGREE END SEMESTER EXAMINATION OCTOBER/NOVEMBER 2018****SEMESTER –1: COMMERCE (COMMON COURSE)****COURSE: 15U1COCOM1 – BUSINESS ENVIRONMENT**

*(Common for Regular 2018 admission and improvement 2017/ supplementary 2017/2016/2015 admission)*

Time: Three Hours

Max. Marks: 75

**SECTION A**

*Answer all questions. Each question carries 2 marks.*

1. What is environmental analysis?
2. Define Business Ethics.
3. What do you mean by BRICS?
4. What is Liberalisation?
5. What do you mean by Monetary Policy?
6. What are the objectives of social audit?
7. What do you mean by Micro Environment?
8. What are the objectives of WTO?
9. How does the culture of a society affect the Business?
10. What is meant by Socio-cultural environment of business? (2 x 10 = 20)

**SECTION B**

*Answer any five questions. Each question carries 5 marks.*

11. What are the factors that constitute the Economic Environment of Business?
12. 'Consumers are exploited in India time to time'. Discuss the statement with reference to Consumer Protection Act 1966?
13. Explain the social responsibility of business towards its various stakeholders.
14. Discuss the merits of globalization from the point of view of India's Economic Development.
15. Critically evaluate the role of Government in business.
16. What are the salient features of FEMA?
17. What are the benefits of MNCs to home countries? (5 x 5 = 25)

**SECTION C**

*Answer any three questions. Each question carries 10 marks.*

18. What is mean by 'Fiscal Policy'? Distinguish between:  
a) Budgetary Deficit and Fiscal Deficit    b) Revenue Receipts and Capital Receipts.
19. What is mean by FDI? Describe the advantages and disadvantages of Foreign Capital in the industrial development India.
20. What is globalization? Why do companies go global? Briefly discuss the ways in which globalization is manifested.
21. Describe the various components of External environment that influence the business policy of an organisation.
22. What necessitated the adoption of New Economic Policy in India? What are its objective and how far these objectives have been fulfilled? (10 x 3 = 30)

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