



K23P 3251

Reg. No. :

Name :



**First Semester M.Com. Degree (CBSS – Supple. (One Time Mercy
Chance)/Imp.) Examination, October 2023
(2014 to 2022 Admissions)**

COM1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Peter F. Drucker points out, “the main objective of any business is to create a customer”. What does this mean ?
b) “Competition Act is an improvement over MRTP Act.” Justify.
c) Outline the key socio-cultural factors that impact business operations in India with examples.
2. a) Compare TRIPS and TRIMS.
b) Narrate the dark side of Globalisation in India today.
c) Give a brief account of the functions of SEBI.
3. a) Comment on the terms, ‘Cultural Shock’ and ‘Cultural Lag’.
b) Emphasise the objectives and importance of Social Audit.
c) Enumerate the important factors affecting the political climate of a business.
4. a) When does ‘Frictional Unemployment’ occur ?
b) Summarise the contemporary challenges to Intellectual Property Rights in India.
c) “Strong and effective Corporate Governance helps to cultivate a culture of integrity and positive performance in an organization.” Discuss.

P.T.O.



5. a) Clarify the meaning of 'Inflation' and 'Deflation'.
b) Identify the various ways in which Artificial Intelligence is important in today's business environment.
c) Discuss briefly the driving factors for the growth of Start-Ups in India.
6. a) What is 'SWOC Analysis' in a Business Plan ?
b) Highlight the important objectives of the Liberalisation Policy in India.
c) Analyse the rising challenges of manpower in the present Indian Business Environment. (4×9=36)

SECTION – B

Answer **the two** questions in this Section. **Each** question carries **12** marks.

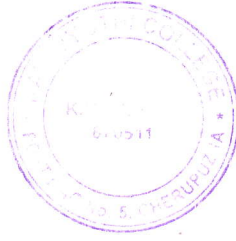
7. a) Describe in detail the pros and cons of Privatisation of Indian business with examples.

OR

- b) "Profit motive and social motive should be complementary to each other." Critically evaluate this statement with examples, keeping in mind the merits and demerits of CSR in the modern scenario.
8. a) "Business development can't proceed without exploitation of natural resources." Keeping this in mind, outline the causes of climate change in India. How responsible are Indian corporates for protecting the environment ?

OR

- b) Examine the emerging trends and challenges in the rural sector in India. (2×12=24)
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K22P 1558

Reg. No. :

Name :

**I Semester M.Com. Degree (CBSS – Reg./Sup./Imp.)
Examination, October 2022
(2019 Admission Onwards)
COM1C01 : BUSINESS ENVIRONMENT AND POLICY**

Time : 3 Hours

Max. Marks : 60



SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c). **(4×9=36)**

1. a) Define the term, '*Business Environment*'.
b) Enumerate the key stages in Environmental Analysis.
c) Briefly explain how WTO poses a serious threat to Indian Industry with examples.
2. a) What are '*Intellectual Property Rights*' ?
b) "Values and Ethics form the cornerstones for any business operations". Do you agree ? Exemplify.
c) Highlight the salient features of the New Companies Act, 2013.
3. a) Mention any two objectives of '*Demonetisation*' in India.
b) Give your arguments in favor of Corporate Social Responsibility with recent examples.
c) Discuss the factors determining the Internal Environment of a business.
4. a) What is meant by the concept of '*First Mover Advantage*' in Business Environment ?
b) What steps have been taken by the Indian Government to reduce unemployment ? Explain.
c) Analyse the importance and limitations of Digitisation in business with examples.

P.T.O.

K22P 1558



5. a) How do you define the term, 'Technology Transfer' ?
b) Compare FERA and FEMA.
c) "Make-in-India drive has the potential to generate more than 9 crore jobs in the next decade". Evaluate the impact of this drive on the Indian economy with examples.
6. a) Who are 'Non-Resident Indians' in Global Environment ?
b) Compare the concepts, 'Fiscal Policy' and 'Monetary Policy' at macro level.
c) Illustrate the different unethical practices faced by Consumers in India today.

SECTION - B

Answer the **two** questions in this Section. **Each** question carries **12** marks. (2×12=24)

7. a) "Foreign Direct Investment is becoming cornerstones for international investors at both micro and macro level". Critically evaluate with examples.

OR

- b) Give an account of factors stimulating the growth of MNCs in India post liberalisation. Examine the challenges faced by MNCs while entering Indian premises.
8. a) Elaborate on the reasons for recent corporate failures in India with examples. Also, highlight the need and significance of Corporate Governance in an organisation.

OR

- b) "Clean environment and economic development are inconsistent". How does this phrase fit in to explain the positive and negative impact of Globalisation on the Indian natural environment ? Quote examples to support your answer.
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K21P 4166

Reg. No. :

Name :

**I Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)
Examination, October 2021
(2018 Admission Onwards)**

COM1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What is SWOT analysis ?
b) Specify major challenges of International Business Environment.
c) "Business Environment is dynamic and multi-faceted". Substantiate.
2. a) What is LPG ?
b) Briefly explain the major components of Economic Environment.
c) Describe the features, merits and demerits of mixed economy.
3. a) What is FEMA ?
b) Point out the objectives and scope of Competition Act, 2002.
c) Differentiate between Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI).
4. a) What is TRIMS ?
b) Furnish the functions of WTO in promoting World trade.
c) Mention the provisions of the recent foreign trade policy of India.
5. a) What do you mean by Corporate Governance ?
b) List out the main objectives of IRDA.
c) Examine the dark side of Globalization.

P.T.O.

K21P 4166



6. a) What is GATT ?
b) Write short notes on : BRICS, SAARC.
c) Highlight the role of SEBI in regulating Business Environment. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) What do you mean by social responsibility ? "Organizations can achieve sustainability by paying careful attention to their impact on society and the environment". Comment.

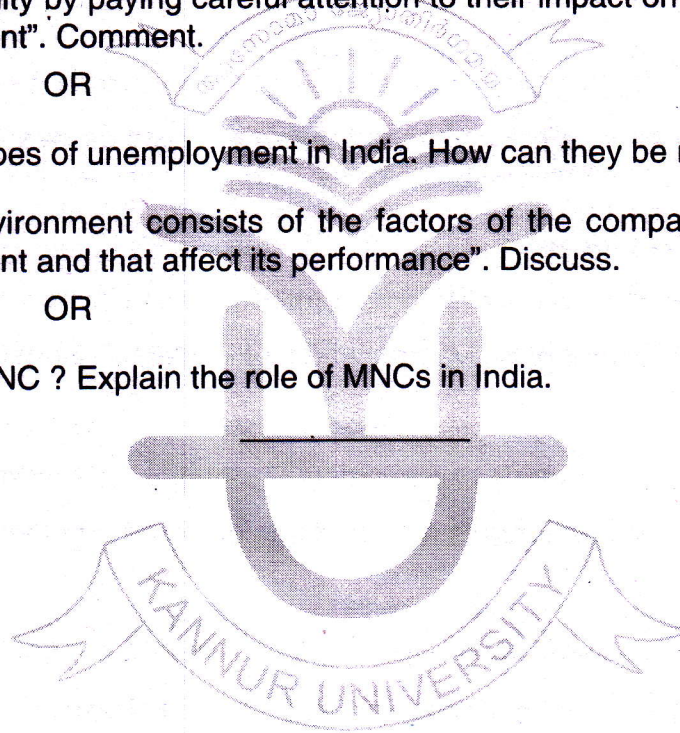
OR

- b) Explain types of unemployment in India. How can they be removed ?

8. a) "Micro environment consists of the factors of the company's immediate environment and that affect its performance". Discuss.

OR

- b) What is MNC ? Explain the role of MNCs in India. (2×12=24)





K21P 0509

Reg. No. :

Name :

**First Semester M.Com. Degree (CBSS-Reg./Suppl. (Including Mercy
Chance)/Imp.) Examination, October 2020
(2014 Admission Onwards)**

COM1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What do you mean by Business Environment ?
b) List out major characteristics of Business environment.
c) 'Environmental analysis can make a firm strong'. Do you agree with this statement ? Comment.
2. a) What is Disinvestment ?
b) Impact of disinvestment in India. Explicate.
c) Critically evaluate the effectiveness of recent fiscal and monetary policies of India in bridging the gap between the rich and the poor.
3. a) What do you mean by ethics in business ?
b) Furnish the role of Government in making business ethical.
c) List out the important ethical principles that a business should follow.
4. a) What is socio-cultural environment in business ?
b) Specify the factors which interface between business and culture.
c) Briefly explain how socio-cultural factors influence Indian business.
5. a) What is FDI ?
b) Differentiate between FDI and FII.
c) Emphasize the pros and cons of FDI in India.

P.T.O.



- 6. a) What is MNCs ?
- b) Point out major characteristics of Globalisation.
- c) Describe the role played by MNCs in Today's International business scenario. **(4×9=36)**

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) "The internal business environment comprises of factors within the company which impact the success and approach of operations". Explain.

OR

- b) Which are the major economic systems ? Elucidate.

- 8. a) Discuss important features and objectives of WTO.

OR

- b) "If the business discharges its responsibilities, the government and society can function more efficiently". Clarify. **(2×12=24)**



M 26598

Reg. No. :

Name :

I Semester M.A./M.Sc./M.Com. Degree (Reg./Supple./Improv.)

Examination, November 2014

COMMERCE (2014 Admn. under CBSS)

COM1C01 – Business Environment and Policy

Time : 3 Hours

Maximum Marks : 60

SECTION – A

Answer **any four** set of the following.

- | | |
|---|---|
| I. a) Define Business environment. | 1 |
| b) Discuss the micro environmental factors of business. | 3 |
| c) Critically examine environmental analysis. | 5 |
| II. a) What do you mean by fiscal policy ? | 1 |
| b) What are the objectives of fiscal policy ? | 3 |
| c) Explain the different methods of fiscal policy. | 5 |
| III. a) What do you understand by technology ? | 1 |
| b) Explain the features of technology. | 3 |
| c) Discuss the impact of technology on the society. | 5 |
| IV. a) Define social responsibility. | 1 |
| b) What are the barriers to social responsibility ? | 3 |
| c) What are the arguments for social responsibility of business ? | 5 |
| V. a) What do you mean by MNCs ? | 1 |
| b) Explain the features of MNCs. | 3 |
| c) Critically examine the operations of MNCs on Indian economy. | 5 |

P.T.O.



- VI. a) What is environmental analysis ? 1
- b) Explain the steps involved in environmental analysis. 3
- c) Discuss the component of business environment. 5

SECTION - B

Each question carries 12 mark.

- VII. Explain what globalisation is and what are the factors impeding globalisation in India ? 12

OR

Explain the different forms of Foreign investments.

- VIII. What do you understand by ethics ? Why is ethics more important for business ? 12

OR

Describe the factors influencing Foreign Direct Investment (FDI).



M 26490

Reg. No. :

Name :

**I Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.) Examination,
November 2014
(2013 and Earlier Admn.)
COMMERCE
Paper – I : Business Environment**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **any five** questions **each** carries **8** marks.

1. Explain briefly the goals of business.
2. Describe various steps in environmental analysis.
3. What are the benefits and reason of buy back of shares ?
4. What are the factors responsible for the growth of MNCs ?
5. State the objectives of the New Industrial Policy 1991.
6. Explain the significance of small scale industries in India.
7. What are the factors facilitating globalisation in India ?
8. Write a note on the significance of business environment.

(5×8=40)

SECTION – B

Answer **any two** questions **each** question carries **20** marks.

9. What is WTO ? What are its functions and principles ?
10. Explain the natives and objectives behind mergers.
11. Bring out the features and benefits of social audit.
12. Explain the forces pressuring the corporate social responsibility programmes.

(2×20=40)



K15P 0322

Reg. No. :

Name :

I Semester M.Com. Degree (Reg./Sup./Imp.) Examination, November 2015
(2014 Admission Onwards)

COMMERCE

COM 1C01 : Business Environment and Policy

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any 4** sets from the following, **each** carries **9** marks :

- I. a) What do you mean by 'social audit' ?
b) What are the objectives of social audit ?
c) Discuss the different methods of social audit.
- II. a) Define industrial policy.
b) What are the objectives of Industrial Policy 1991 ?
c) Critically examine the Industrial Policy 1991.
- III. a) Define Multinational Corporation.
b) How MNCs are organising their operations in different countries ?
c) Critically examine the operations of MNCs.
- IV. a) Define monetary policy.
b) What are the objectives of monetary policy ?
c) Examine the measures taken to achieve the objectives.
- V. a) What is business activity ?
b) Mention the objectives of business activity.
c) Explain the economic objective of business.

P.T.O.

K15P 0322



- VI. a) What is technology ?
b) State the characteristics of technology.
c) How technology is influencing the society ?

SECTION – B

Answer the following, **each** question carries **12** marks.

- VII. Define social responsibility. Explain the arguments for and against corporate social responsibility.

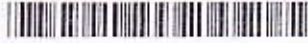
OR

Explain the different forms of controls and regulations made by government over business.

- VIII. What is globalisation ? Examine the favourable and unfavourable factors of globalisation in the Indian Economy.

OR

Discuss the various factors that constitute the economic environment of a business.



K16P 1313

Reg. No.:

Name:

First Semester M.Com. Degree (Reg./Suppl./Imp.)
Examination, November 2016
COMMERCE
(2014 Admission Onwards)
COM1C01 : Business Environment and Policy

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any 4** sets from the following, **each** carries **9** marks.

- I. a) Define Business Environment.
b) Distinguish between micro and macro environment.
c) What are the factors affecting micro environment ?
- II. a) What do you mean by fiscal policy ?
b) What are the objectives of fiscal policy ?
c) Examine the different methods of fiscal policy.
- III. a) What do you mean by technology ?
b) State the hurdles in technological development.
c) Explain the methods of transfer of technology.
- IV. a) State the meaning of corporate governance.
b) Distinguish between corporate governance and corporate management.
c) What are the pre-requisites of good corporate governance ?
- V. a) Define culture.
b) What are the element of culture ?
c) How culture influence business ?

P.T.O.



- VI. a) What do you mean by new economic policy ?
b) State the need of new economic policy.
c) Discuss the features of new economic policies under economic reform.

(4×9=36)

SECTION – B

- VII. a) Discuss the various factors affecting the Foreign Direct Investment (FDI).

OR

- b) Explain the strategies for globalisation.

- VIII. a) Discuss the economic role of the government with regard to regulation, promotion, entrepreneurship and planning.

OR

- b) Explain the process of environmental analysis of the state the role of the business manager in analysis.

(2×12=24)



K17P 1549

Reg. No. :

Name :

**First Semester M.Com. Degree (Reg./Suppl./Imp.) Examination,
October 2017**

(2014 Admission Onwards)

COM 1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four**. Part **A** – 1 marks. Part **B** – 3 marks. Part **C** – 5 marks.

- I. a) What is business ethics ?
b) What are the important ways of promoting business ethics ?
c) State the commonly advocated business ethics.
- II. a) What do you mean by monetary policy ?
b) State the objectives of monetary policy.
c) Briefly explain the measures taken by the RBI to achieve the objectives of monetary policy.
- III. a) What is WTO ?
b) What are the specific functions of WTO ?
c) Distinguish between GATT and WTO.
- IV. a) What is an MNC ?
b) What are the different forms of multinational corporation ?
c) Explain the harmful effects of the operations of MNCs on the Indian Economy.
- V. a) What is social audit ?
b) What are the features of social audit ?
c) What are the activities included in the scope of social audit ?

P.T.O.



- VI. a) What do you mean by SEBI ?
- b) What are the basic objectives of SEBI ?
- c) State the powers and functions of SEBI.

(4×9=36)

SECTION – B

- VII. a) “Profit can no more be the objective of business than eating is the objective of living”. Explain the socio-economic objectives of business in the light of this statement.

OR

- b) Why do we need the study of business environment ? What are the limitations of business environment ?

- VIII. a) Bring out the challenges of globalisation.

OR

- b) “Social responsibility of business is a two way traffic” explain this statement.

(2×12=24)



K18P 1387

Reg. No. :

Name :

First Semester M.Com. Degree (Reg./Suppl./Imp.)
Examination, October 2018
(2014 Admn. Onwards)
COM 1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section.

Each question carries **1** mark for Part **a**, **3** marks for Part **b**, and **5** marks for Part **c** : **(4×9=36)**

1. a) What do you understand by environment analysis ?
b) Explain the important features of business environment.
c) List out the factors of external business environment.
2. a) What is FEMA ?
b) Discuss the distinction between MRTP Act and Competition Act.
c) Write a note on forms of business regulations.
3. a) What is meant by disinvestment ?
b) Briefly explain about economic system.
c) What are the important problems of deficit finance ?
4. a) What is an MNC ?
b) What do you understand by GATT ? Discuss its principles.
c) Discuss the strategies for globalization.
5. a) State the meaning of 'micro environment'.
b) Bring out the limitations of environmental analysis.
c) Discuss the merits and demerits of socialism.

P.T.O.



- 6. a) What do you understand by business ethics ?
- b) Explain the concept 'social audit'.
- c) Why should business be responsible towards society ?

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

(2x12=24)

- 7. a) Explain the causes of unemployment in India. What measures would you suggest to solve this problem ?

OR

- b) What is FDI ? Critically evaluate about the flows of FDI in India.

- 8. a) "Firms which systematically analyze and diagnose the environment are more effective than those which don't". Elucidate.

OR

- b) Regulatory environment has more impact on business than economy. Comment.



0027391

K19P 1468

Reg. No. :

Name :

I Semester M.Com. Degree (CBSS-Reg./Suppl./Imp.)
Examination, October- 2019
(2014 Admission Onwards)
COM1C01 - BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION - A

Answer any **Four** questions in this section.

Each question carries **1** mark for Part (a), **3** marks for Part(b) and **5** marks for Part - (c) (4×9=36)

1. a) Who perform fiscal policy?
b) What you understand by disinvestment?
c) Prepare a note on capitalism verses socialism.
2. a) What is environmental scanning?
b) What is the objective of FDI?
c) Why India has failed to attract FDI on a large scale?
3. a) Opportunities and threats for an industry can be analysed from, which type of environment?
b) Name the factors considered under internal environment.
c) Coin 2 terms: Business and Environment. How both related to each other?

P.T.O.

K19P 1468

2020 (2)



4. a) Name out 3 vital institutions in a political environment.
b) What was the aim behind MRTP Act? Which Act replaced it?
c) What responsibility does the government having towards business?
5. a) What is manpower planning?
b) How culture influence buying behaviour?
c) Discuss about the emerging rural sector in India?
6. a) Who are non-resident Indians?
b) How GATT differentiate from GATS.
c) Write a short note on TRIMPS?

SECTION - B

Answer the **Two** questions in this section. Each question carries **12** marks.
(2×12=24)

7. a) "Between democracy and totalitarianism, democracy is preferable for business growth". Discuss.

(OR)

- b) Explain the meaning of social responsibility of business towards different segments of society.

8. a) 'Today a firm can ignore environment at its peril' explain this statement along with illustration of business environment model.

(OR)

- b) Critically evaluate the New Industrial Policy.
-