

Total No. of Questions: 6

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Enrollment No.....



Faculty of Commerce / Management

End Sem (Even) Examination May-2018

CM3EG03/MS3CO04 Business Environment

Programme: B.Com (Hons.) / BBA Branch/Specialisation: Commerce / Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Legal environment is a part of: 1
(a) Micro Environment (b) Macro Environment
(c) Both (a) and (b) (d) None of these
 - ii. In SWOT analysis the 'O' stands for: 1
(a) Obstacles (b) Opportunities (c) Openings (d) Objections
 - iii. The transfer of assets from the public sector to the private sector is referred to as: 1
(a) Privatization (b) Deregulation
(c) Nationalization (d) Individualism
 - iv. What are the decisions taken by government of India pertaining to Industrial Sector in the new industrial policy of 1991? 1
(a) Disinvestment of public sector share holding
(b) Referring sick units to Board of Industrial & Financial Reconstruction
(c) Both (a) and (b)
(d) None of these
 - v. Passing of 'Companies Act 2013' is a component of..... 1
(a) Socio-cultural Environment (b) Political Environment
(c) Legal Environment (d) None of these
 - vi. Which policy is concerned with raising revenue through taxation and deciding on the level and Pattern of expenditure? 1
(a) Monetary policy (b) Fiscal Policy
(c) Cash policy (d) None of these

P.T.O.

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- vii. Colour television wiped out the market of Black and White television. Identify the dimension **1**
(a) Political Environment (b) Economic Environment
(c) Legal Environment (d) Technological Environment
- viii. Which of the following is an example of Social Environment? **1**
(a) Constitution of the country (b) Competition Act
(c) Money supply in economy (d) Composition of family
- ix. What was the predecessor of WTO? **1**
(a) GATT (b) IMF (c) IDRB (d) None of these
- x. A multi-national corporation (MNC) is defined by: **1**
(a) Carrying out production in more than one country
(b) Having sales in more than one country
(c) Having a multi-ethnic workforce
(d) All of these

- Q.2 i. Differentiate between micro and macro environment. **4**
ii. Define Business Environment and state the importance of its study. **6**
OR iii. Explain the objectives and significance of Environmental Analysis. **6**

- Q.3 i. Describe the elements of Economic Environment. **4**
ii. Has Indian economy benefitted by Liberalisation? Explain your answer. **6**
OR iii. What do you mean by mixed economic system? Explain its advantages. **6**

- Q.4 i. Explain any two tools of monetary policy. **4**
ii. What is the meaning of fiscal policy? Describe its tools in detail **6**
OR iii. Why was Competition Act introduced in India? What are its objectives? **6**

- Q.5 i. Write a note on Social responsibilities of business. **4**
ii. Explain the different ways to Transfer of technology. **6**
OR iii. Explain the Impact of technology on business with the help of the example. **6**

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- Q.6 Attempt any two: **5**
i. What is WTO and what is its role in today's business environment? **5**
ii. Write a short note on World Bank **5**
iii. Discuss the objectives of IMF. **5**

Marking Scheme
CM3EG03/MS3CO04 Business Environment

Q.1	i.	Legal environment is a part of: (b) Macro Environment	1			
	ii.	In SWOT analysis the 'O' stands for: (b) Opportunities	1			
	iii.	The transfer of assets from the public sector to the private sector is referred to as: (a) Privatization	1			
	iv.	What are the decisions taken by government of India pertaining to Industrial Sector in the new industrial policy of 1991? (c) Both (a) and (b)	1			
	v.	Passing of 'Companies Act 2013' is a component of ? (c) Legal Environment	1			
	vi.	Which policy is concerned with raising revenue through taxation and deciding on the level and Pattern of expenditure? (b) Fiscal Policy	1			
	vii.	Color television wiped out the market of Black and White television. Identify the dimension (d) Technological Environment	1			
	viii.	Which of the following is an example Social Environment? (d) Composition of family	1			
	ix.	What was the predecessor of WTO? (a) GATT	1			
	x.	A multi-national corporation (MNC) is defined by: (d) All of these	1			
Q.2	i.	Differentiate between micro and macro environment. Any 4 points = 1 mark for each point	4	(1 mark * 4)		
	ii.	Define Business Environment State the importance of its study Any 4 point with explanation 1 mark each	6	2 marks (1 mark * 4)		
OR	iii.	Objectives (any 3 point with explanation – 1 mark each) Significance (any 3 point with explanation) (1 mark * 3)	6	3 marks 3 marks		
Q.3	i.	Elements of Economic Environment. Any 4 point with explanation – 1 mark each	4	(1 mark * 4)		
	ii.	Indian economy benefitted by Liberalisation Any 6 point with explanation – 1 mark each	6	(1 mark * 6)		
OR	iii.	Mixed economic system Its advantages. Any 4 point with explanation – 1 mark each	6	2 marks 4 marks		
Q.4	i.	Any two tools of monetary policy Any 2 point with explanation 2 mark each	4	(2 marks * 2)		
	ii.	Meaning of fiscal policy Its tools Any 4 point with explanation – 1 mark each	6	2 marks 4 marks		
OR	iii.	Competition Act introduced in India Objectives Any 4 point with explanation – 1 mark each	6	2 marks 4 marks		
Q.5	i.	Social responsibilities of business. for correct explanation	4	4 marks		
	ii.	Different ways to Transfer of technology Any 3 point with explanation 2 mark each	6	(2 marks * 3)		
OR	iii.	Impact of technology on business Any 5 point with explanation – 1 mark each Example	6	(1 mark * 5) 1 mark		
Q.6		Attempt any two:				
	i.	WTO Role in today's business environment	5	2 marks 3 marks		
	ii.	World Bank Correct description – 5 marks	5			
	iii.	Objectives of IMF Any 5 point with explanation – 1 mark each	5	(1 mark * 5)		
