

(102MCOM17)

M.Com./M.Com. (B & F)/M.Com. (FM) DEGREE EXAMINATION, NOVEMBER 2017

FIRST SEMESTER

Branch – Commerce

Paper II — BUSINESS ENVIRONMENT AND POLICY

(New Syllabus)

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any FIVE questions.

(Marks : 5 × 4 marks = 20 marks)

1. (a) Explain the characteristics of modern business.
- (b) What is macro environment?
- (c) What are the aims of EXIM policy?
- (d) What is public sector?
- (e) What is legislation?
- (f) What is judicial activism?
- (g) What do you understand about cultural diversity?
- (h) What is social environment to business?
- (i) Explain the concept of global environment to business.
- (j) What is S and T policy?

SECTION – B

Answer the following questions.

(Marks : 5 × 10 marks = 50 marks)

2. (a) Explain briefly about the components of external environment.

Or

- (b) What do you know about environmental analysis?

3. (a) Differentiate between capitalistic and socialistic economic systems.

Or

- (b) What are the major provisions of economic reforms?

4. (a) Explain about the political institutions that affect the business environment.

Or

- (b) Explain the roles of regulator bodies on business activities.

[P.T.O]

5. (a) Elucidate the impact of culture on business.

Or

(b) Explain about the importance and current status of social responsibilities of business.

6. (a) What are the dangers of MNCs for a host counter?

Or

(b) Explain various challenges being faced by the international business.
