

(070010202)

M.Com. DEGREE EXAMINATION, NOVEMBER 2017

FIRST SEMESTER

Paper II — BUSINESS ENVIRONMENT AND POLICY

(Old Syllabus)

Time : 3 Hours

Max. Marks : 70

SECTION - A

Answer any FIVE of the following questions.

(Marks : 5 × 4 marks = 20 marks)

1. (a) Explain the significance of Business environment.
- (b) What is environmental scanning?
- (c) What is meant by Judiciary?
- (d) What is culture?
- (e) What is technological environment?
- (f) What is Good Government?
- (g) What is Globalisation
- (h) What is Licencing?
- (i) What is Privatisation?
- (j) What is Foreign exchange?

SECTION - B

Answer FIVE of the following questions choosing ONE from each Unit.

(Marks : 5 × 10 marks = 50 marks)

UNIT - I

2. (a) Distinguish between Micro and Macro environments.

Or

- (b) Explain about Environmental analysis.

UNIT - II

3. (a) What are the major provisions of Industrial policy, 1991?

Or

- (b) What are the effects of privatisation of Public sector in India?

[P.T.O]

UNIT - III

4. (a) Explain the characteristics of politico-legal environment.

Or

- (b) What regulatory mechanism is available for the industrial sector in India?

UNIT - IV

5. (a) What are the various elements of culture? Explain the impact of any two elements of Business?

Or

- (b) What do you know about business ethics? Explain how ethics promote the image of business?

UNIT - V

6. (a) Explain the recent trends in the global environment.

Or

- (b) What is India's policy towards Science and technology?