

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCorn DEGREE EXAMINATION DECEMBER 2018
(First Semester)

Branch-COMMERCE

BUSINESS ENVIRONMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (10 Marks!)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10x 1 = 10)

- 1 Choose the controllable factors that suits the environment.
(i) Internal factors (ii) External factors
(iii) Macro environment (iv) Micro environment
- 2 Identify the internal factors which influence Business decisions.
(i) Culture (ii) Mission and Objectives
(iii) both (i) & (ii) (iv) Neither (i) and (ii)
- 3 Name the free market economy where Private individuals undertake all activities of business.
(i) Socialism (ii) Capitalism
(iii) Mixed economy (iv) All the above
- 4 Which is the gross value of all final goods and services produced in an economy during a year?
(i) GNP (ii) NNP
(iii) EDI (iv) GDP
- 5 Which type of modern name is assigned to Privatization?
(i) Autocratic (ii) Democratic
(iii) Conflict (iv) Laissez - Faire
- 6 When the Consumer Protection Act was passed?
(i) 1955 (ii) 1954
(iii) 1958 (iv) 1986
- 7 The government disinvests the selected public sector enterprises in the year
(i) 1993 (ii) 1992
(iii) 1991 (iv) 1990
- 8 State the responsibility of business towards society.
(i) Economic (ii) Legal
(iii) Ethical (iv) All the above
- 9 Which factor is recently assumed greater importance in natural environment?
(i) Ecological factors (ii) Technological factors
(iii) Social factors (iv) Cultural factors
- 10 Which one is the manmade disaster?
(i) Hurricane (ii) Food
(iii) Bio terrorism (iv) Earth Quake

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5x7 = 35)

- 12 a Classify the different forms of economic system.
OR
b Explain the objectives of Industrial Policy 1991.
- 13 a Analyse the role of public sector in Indian Economy.
OR
b Explain the objectives of Privatisation.
- 14 a Enumerate the code of conduct of multinational corporations.
OR
b Explain the factors which influence the social responsibility of business.
- 15 a Explain the natural environmental factors which has created an impact on
business.
OR
b Enumerate the causes of Disaster.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Classify the elements of micro and macro environment of business.
- 17 Interpret the role monetary policy in India and enumerate its objectives.
- 18 Enumerate the different forms of Disinvestment in India.
- 19 Analyse the responsibility of the business to the different section of society.
- 20 Criticise the role of other Agencies in Disaster Management.

Z-Z-Z

END