

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom DEGREE EXAMINATION DECEMBER 2023
(First Semester)
Branch – **COMMERCE**
BUSINESS ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	State importance for businesses to stay informed about changes in political and legal regulations? a) To maximize profits at any cost b) To ensure compliance with laws and avoid legal consequences c) To engage in unethical practices without detection d) To maintain a strong organizational culture	K1	CO1
	2	What does the term "lobbying" refer to in the context of the political-legal business environment? a) The process of negotiating international trade agreements. b) The act of influencing or persuading government officials to support specific policies or interests. c) The legal regulations governing business operations. d) The practice of conducting corporate social responsibility initiatives.	K2	CO1
2	3	What is the primary objective of monetary policy? a) To control government spending b) To regulate interest rates and money supply c) To influence international trade agreements d) To promote economic equality	K1	CO2
	4	How does fiscal policy differ from monetary policy? Indicate the difference on fiscal policy from monetary. a) Fiscal policy focuses on controlling inflation, while monetary policy aims to manage government spending. b) Fiscal policy involves changing interest rates, while monetary policy involves adjusting tax rates. c) Fiscal policy involves government spending and taxation, while monetary policy deals with money supply and interest rates. d) Fiscal policy is implemented by the central bank, while monetary policy is managed by the government.	K2	CO2
3	5	Which government body in India is responsible for formulating and implementing industrial policies and promoting economic growth? a) Reserve Bank of India (RBI) b) Securities and Exchange Board of India (SEBI) c) Ministry of Corporate Affairs (MCA) d) Ministry of Commerce and Industry (MCI)	K1	CO3

Cont...

3	6	Choose the business important in India to be aware of government regulations and policies? a) To minimize competition from foreign companies b) To reduce the need for ethical business practices c) To ensure compliance with laws and benefit from government incentives d) To discourage innovation and entrepreneurship	K2	CO3
4	7	What is the caste system in India primarily based on? a) Economic status b) Religious beliefs c) Social hierarchy d) Political affiliations	K1	CO4
	8	Indicate caste system a significant social and cultural aspect in India? a) It is a recent development in Indian history. b) It has no impact on modern Indian society. c) It influences social interactions, marriage, and occupation. d) It is only practiced in rural areas.	K2	CO4
5	9	What does "WTO" stand for in international trade? a) World Trading Organization b) World Trade Organization c) World Tariff Organization d) World Textile Organization	K1	CO5
	10	When WTO established? a) To regulate environmental standards globally b) To promote international tourism c) To facilitate and regulate international trade d) To provide humanitarian aid to developing countries	K2	CO5

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Discuss the scope and objectives of business environment.	K3	CO1
	(OR)			
	11.b.	Explain the concept of a competitive business environment.		
2	12.a.	Classify the relationship between government policies and the business environment.	K4	CO2
	(OR)			
	12.b.	Classify the contrast of the industrial policies of two different countries, highlighting their strengths and weaknesses.		

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3	13.a.	Justify the role of public-private partnerships (PPPs) in infrastructure development and their impact on business opportunities in India.	K4	CO3
	(OR)			
	13.b.	Compare and contrast the privatization approaches. Highlighting their successes and failures.		
4	14.a.	Analyze the impact of foreign culture in culture environment.	K3	CO4
	(OR)			
	14.b.	Narrate the effects of socio-culture on business.		
5	15.a.	Describe the impact of globalization on Indian business culture.	K4	CO5
	(OR)			
	15.b.	Determine the functions of WTO and MNC.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Enumerate the ethical implications of business decisions in a globalized business environment.	K6	CO1
2	17	Criticize the challenges businesses may face in adapting to a rapidly changing interest rate environment influenced by monetary policy shifts.	K5	CO2
3	18	Categorize law relating to consumer protection.	K6	CO3
4	19	Interpret cultural factors influence the organization and operation of social groups in diverse societies.	K5	CO4
5	20	Develop a disaster preparedness plan for a global organization to respond effectively to natural or environmental disasters.	K6	CO5

Z-Z-Z

END