

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION DECEMBER 2024
(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	The term business Environment refers to -----factors which impact functioning of a firm a) External Factors b) Management Related Factors c) Internal factors d) Internal & External factors	K1	CO1
	2	-----are the basic components of Business Ethics. a)Morality b)Business Practice c)Principles and Values d)All the Above	K2	CO1
2	3	-----is a Part of Economic Policy of a country. a)Industrial Policy b)Export Policy c)Import Export d)All the Above	K1	CO2
	4	----- is not the main objective of fiscal policy of India. a)To increase liquidity in the economy b)To promote price stability c)To minimize inequalities of income d)To promote employment opportunities	K2	CO2
3	5	Demerits of privatization is ----- a)Connivance b)Monopoly elements c)Wrong labour strategies d)All the above	K1	CO3
	6	Consumer have -----right against unfair trade practices and exploitation. a)Right to Information b)Right to Equality c)Right to seek Redressal d) All the above	K2	CO3
4	7	Culture spread from one Place another and such transmission is called as ----- a)difference b)reputation c)heritage d) adoption	K1	CO4
	8	----- is an example of social environment. a)Money Supply in the Economy b)Consumer Protection Act c)The Constitution of Country d)Composition of Family.	K2	CO4
5	9	The WTO Covers-----. a)intellectual Property b)services c)goods d) Both A and B	K1	CO5
	10	-----environment is composed of laws , Government agencies and Pressure Groups. a)Demographic b)Economic c)Social –Cultural d)Political Legal	K2	CO5

Cont...

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.	Out line the main components of economic environment.	K2	CO1
	(OR)			
	11.b.	Explain the nature of business environment		
2	12.a.	Describe the objectives of monetary policy.	K6	CO2
	(OR)			
	12.b.	Discuss the characteristics of an economic system.		
3	13.a.	Identify the economic role of government in country's economy.	K3	CO3
	(OR)			
	13.b.	Construct the government and regulatory environment in India.		
4	14.a.	Discuss about the impact of Joint Family system in Business.	K6	CO4
	(OR)			
	14.b.	Elaborate the elements of culture.		
5	15.a.	Evaluate the positive impact of globalization on Indian business.	K5	CO5
	(OR)			
	15.b.	Explain the favourable factors for globalization of Indian Business.		

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	Summarize the factors governing business ethics.	K2	CO1
2	17	Evaluate the impact of new industrial policy.	K5	CO2
3	18	Discuss the directive principles of state policy that has great economic significance.	K6	CO3
4	19	Elaborate the cultural factors that play a vital role in creating opportunities and Chaos In Business.	K6	CO4
5	20	Explain the Problems faced by Indian Business due to Globalization.	K5	CO5

Z-Z-Z END