

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BCom(CS) DEGREE EXAMINATION MAY 2022  
(Third Semester)

Branch – CORPORATE SECTARYSHIP  
BUSINESS ETHICS & ENVIRONMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

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

1. The term business environment refers to ..... factors which impact functioning of a firm
  - a. External factors
  - b. Internal factors
  - c. Management related factors
  - d. Internal and External factors
2. ....are generally considered as controllable factors.
  - a. Internal factors
  - b. External factors
  - c. Cost of production
  - d. None of these
3. Following are the features of a perfectly competitive industry.
  - a. Free entry and exit
  - b. large number of firms
  - c. Mobility of factors
  - d. All the above
4. .... is the process of analyzing the environment for the identification of the factors which impact on the business.
  - a. Environmental analysis
  - b. Environment scanning
  - c. Business analysis
  - d. Factor analysis
5. Marketing intermediaries are categorized under..... Environment.
  - a. External
  - b. Macro
  - c. Micro
  - d. Remote
6. Which among the following is part of micro environment?
  - a. Customers
  - b. Suppliers
  - c. Competitors
  - d. All the above
7. By having business in different countries, a firm reduces
  - a. Credit risk.
  - b. Political risk.
  - c. Financial risk.
  - d. Business risk.
8. Which of the following is not the objective of the WTO?
  - a. To improve the standard of living of peoples of the member countries
  - b. To enlarge production and trade of good
  - c. To protect environment.
  - d. To improve the balance of payment situation of the member countries
9. The four types of social responsibility include
  - a. Legal, Philanthropic, Economic & Ethical
  - b. Ethical, Moral, Social & Economic
  - c. Philanthropic, Justice, Economic & Ethical
  - d. Legal, Moral, Ethical, Economic
10. Activities which may be included by companies in their Corporate Social responsibility Policies are mentioned in the
  - a. Schedule VII
  - b. Schedule V
  - c. Schedule VI
  - d. Schedule VIII

Cont...

**SECTION - B (35 Marks)**

Answer **ALL** Questions

**ALL Questions Carry EQUAL Marks (5 x 7 = 35)**

11. a) Describe the characteristics of ethical theories.  
OR  
b) Analyze the process of environmental analysis.
12. a) Narrate the competitive structures of industries.  
OR  
b) Compare the business environment and business relation.
13. a) Categorize micro and macro environment.  
OR  
b) State the nature of business environment.
14. a) State the foreign collaboration and Indian business.  
OR  
b) Show the objectives of WTO.
15. a) State the legal provisions of corporate social responsibility.  
OR  
b) Explain the importance of corporate social responsibility.

**SECTION - C (30 Marks)**

Answer any **THREE** Questions

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

16. Examine the environmental analysis process.
17. Elucidate competitor analysis.
18. Discuss the emerging sectors of Indian economy.
19. Enumerate about the international economic institutions.
20. Summarize the drivers of CSR in India.

Z-Z-Z

END