

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom DEGREE EXAMINATION MAY 2023
(First Semester)

Branch – COMMERCE

BUSINESS ENVIRONMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. _____ is the process of analysing the environment for the identification of factors which have impact on or have implication for the business.
(i) Forecasting (ii) Scanning
(iii) Assessment (iv) None of these
2. In which year the first Industrial policy of India was introduced?
(i) 1991 (ii) 1981
(iii) 1995 (iv) 1986
3. Which of the following is not an example of a political risk?
(i) Government regulations (ii) Civil unrest
(iii) Cost of production (iv) War
4. Which of the following processes do individuals experience along with migration and intergroup contact?
(i) enculturation (ii) acculturation
(iii) socialization (iv) revolution
5. What is the reason why MNCs set up new factories and offices across various nations?
(i) Production cost is low, and they can earn great profit
(ii) Production cost is high, and they can earn a high profit
(iii) MNCs can create a significant presence across
(iv) The production cost is low, and MNCs can face a loss

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

6. a. Explain the stages of environmental analysis.
OR
b. Define culture and explain the elements of culture.
7. a. Discuss the salient features of India's Fiscal Policy.
OR
b. Explain the recent trends in Industrial policy.
8. a. State the Law related to consumer protection.
OR
b. Write the need of public sector in India.
9. a. What do you mean by high and low context culture?
OR
b. Describe the Impact of foreign culture.

Cont...

10 a Detail the role of WTO in globalization.

OR

b What are the types of MNCs?

SECTION - C (30 Marks)

Answer any **THREE** Questions

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

11. Explain in detail significance and need to study business environment.
12. Write the New Industrial Policy released.
13. Critically examine the effects of political environment on a business firm.
14. Describe how the social and culture environment affect the global business.
15. Give the role of agencies in disaster management.

Z-Z-Z

END