PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023

(Second Semester)

Branch - COMMERCE (PROFESSIONAL ACCOUNTING)

BUSINESS & COMMERCIAL KNOWLEDGE

Tin	ne: Three Hours	Maximum: 50 Marks
	SECTION-A (5 Marks) Answer ALL questions ALL questions carry EQUAL marks	$(5 \times 1 = 5)$
1.	Which of the following is the characteristic of a business? A. Production B. Exchange or sale C. Risk element D. All the above	
2.	These forces are present outside the business environment A. Specific B. General C. Internal	D. Both a and b
3.	The foreign direct investment includes A. Intellectual properties B. Human resources C. Tangible goods D. Intangible goods	
4.	Where is the headquarters of the WTO located? A. Austria B. Geneva C. New York	D. Washington DC
5.	Which agency regulates the money supply in India? A. The Government of India B. Commercial back. C. Reserve Bank of India D. None of the ab	
	SECTION - B (15 Marks) Answer ALL Questions ALL Questions Carry EQUAL Marks	$(5 \times 3 = 15)$
6.	 (a) Sketch out the importance of business commercial knowled (or) (b) State the objectives of business. 	edge.
7.	 (a) Distinguish between internal environment and external environment. (or) (b) Point out the importance of technological environment. 	
8.	 (a) Explain the objectives of business organisation. (b) Give an overview of any Indian company. 	•,
9.	(a) State the objectives of SIDBI.(b) Describe the functions of NABARD.	
10	. (a) What are the scope of marketing?	

(b) Briefly explain the features of commodity market.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 6 = 30)$

11. (a) Describe the various forms of organisation.

(or)

- (b) Differentiate between profession and employment.
- 12. (a) Explain the classification of business environment.

(or)

- (b) What are the external factors affecting business environment? Explain its.
- 13. (a) Elucidate the merits and demerits of FDI.

(ar)

- (b) Describe the impact of liberalization of Indian economy.
- 14. (a) Classify the function of IFCI.

(or)

- (b) Differentiate between IMF and WTO.
- 15. (a) Explain the functions of RBI.

(or)

(b) Identify the merits and demerits of e-commerce.

Z-Z-Z

END