

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2019
(Second Semester)

Branch - **COMMERCE WITH PROFESSIONAL ACCOUNTING**

BUSINESS AND COMMERCIAL KNOWLEDGE

Time : Three Hours

Maximum : 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (5 x 2 = 10)

Write short notes:

- 1 Define profession.
- 2 What is political environment?
- 3 What is public policy?
- 4 What is IRDA?
- 5 What is cheques?

SECTION -B (35 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 7 = 35)

- 6 a State the importance of business commercial knowledge.
OR
b Explain the nature of business.
- 7 a Explain the importance of business environment.
OR
b Explain Global environment.
- 8 a Write the main public policies to promote economic growth.
OR
b What are the objectives of privatization?
- 9 a What are the functions of IFCI?
OR
b Explain the function of EXIM bank.
- 10 a Explain the term marketing mix.
OR
b What are the features of a forward contract?

SECTION -C (30 Marks)

Answer any **THREE** questions

ALL questions carry **EQUAL** Marks (3 x 10 = 30)

- 11 Briefly explain the forms of business organizations.
- 12 What are the various elements of the micro environment?