

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2019
(Second Semester)**

Branch - **COMMERCE WITH PROFESSIONAL ACCOUNTING**

BUSINESS & 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 Business.
- 2 What is Legal environment?
- 3 What is FDI?
- 4 What is SEBI?
- 5 What do you mean by financial forwards?

SECTION - B (35 Marks)

Answer **ALL** questions

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

- 6 a Explain the importance of Business Commercial Knowledge.
OR
b What are the economic activities?
- 7 a Distinguish between micro and macro environment.
OR
b Explain the socio-cultural environment.
- 8 a What are the features of public policy?
OR
b What are the objectives of privatization?
- 9 a Explain the functions of IFCI.
OR
b What are the functions of World Bank?
- 10 a List the steps in the market segmentation process.
OR
b Distinguish between a forward contract and a futures contract.

SECTION - C (30 Marks!)

Answer any **THREE** questions

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

- 11 Explain briefly the forms of Business Organizations.
- 12 What are the elements of macro environment?
- 13 Discuss the components of public policy process,
- 14 What are the functions of NABARD?
- 15 What are the items included in banking technology? Explain.