



PG - 641

II Semester M.Com. Degree Examination, July/August 2011
(2007-08 New Scheme)

COMMERCE

-Paper - 2.4 : Business Environment

Time : 3 Hours

Max. Marks : 80

SECTION - A

1. Answer **any ten** of the following in about **3-4 lines each**. Each sub-question carries

two marks.

(10×2=20)

- a) What do you mean by SWOT Analysis ?
- b) Give the meaning of FDI.
- c) What do you mean by Trade Blocks ?
- d) Define Culture.
- e) What is meant by judicial activism ?
- f) What do you mean by the concept of Corporate Social Responsibility ?
- g) What is meant by management for transfer of technology ?
- h) Why do firms go global ?
- i) Give the meaning of TNC.
- j) What are the features of Capitalistic Economic System ?
- k) What do you mean by Environmental Scanning ?
- l) What are Fundamental Rights ?

P.T.O.



SECTION - B

Answer any three of the following. Each question carries 5 marks.

(3×5=15)

2. Briefly explain the routes of Globalisation.
3. Write a note on economic environment with reference to Indian Economy.
4. Explain the cross cultural dimensions.
5. What is the role of Environment Scanning in improving the business ?
6. Explain the need for study of business environment.

SECTION - C

Answer any three of the following in about three pages each. Each question carries fifteen marks.

(3×15=45)

7. Give the meaning of WTO and explain the benefits and problem of WTO for Indian Industries.
8. Write a note on Constitution of India.
9. Explain the role of technological environment in the success of business.
10. Discuss the micro and macro economic factors which influence the business.
11. What are the factors affecting FDI ? Discuss the recent trends in FDI.