



PG – 437

II Semester M.Com. Degree Examination, June 2009
(2007-08 Scheme) (N.S.)
COMMERCE
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. (2×10=20)
- a) What do you mean by environmental scanning ?
 - b) List out the controllable and uncontrollable factors of business environment.
 - c) Mention active players in global business environment.
 - d) What are trade blocks ?
 - e) What are the components of non-economic environment ?
 - f) Explain the merits of capitalistic economic system.
 - g) What are the sources of culture ?
 - h) What is business ethics ?
 - i) What is meant by legal environment ?
 - j) State the political institutions that have an impact on business.
 - k) What is meant by management for technology of transfer ?
 - l) What are the merits of E-Commerce ?

P.T.O.



SECTION - B

Answer any three of the following. Each question carries 5 marks. (3×5=15)

2. Explain the main features of business environment in India.
3. What are the problems of globalization faced by developing countries like India ?
4. Discuss the micro and macro economic factors which influence the business.
5. Why is social responsibility important to business firms ?
6. How do you assess the impact of technology on the success of business ?

SECTION - C

Answer any three of the following in about three pages each. Each question carries 15 marks. (3×15=45)

7. Explain in detail the role of WTO in promoting business especially in third world countries like India.
8. Critically examine the achievements and failures of Indian economic plans.
9. What are the cultural dimensions ? Also explain the impact of Western culture on Indian business with examples.
10. How do companies go global ? Discuss the stages of globalisation.
11. Discuss the responsibilities of Business to Govt. and Govt. to business.