



PG - 486

II Semester M.Com. Examination, June/July 2010
(2007-08 Scheme) (NS)
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. (10×2=20)
- a) What are business objectives ?
 - b) What is an MNC ?
 - c) What are the features of technology ?
 - d) What do you mean by Judicial activism ?
 - e) Why has socialism failed ?
 - f) What is business ethics ?
 - g) Define strategic management.
 - h) What do you mean by trading blocks ?
 - i) State the social responsibilities of business.
 - j) Define E-commerce.
 - k) What are fundamental rights ?
 - l) What is environmental scanning ?

P.T.O.



SECTION - B

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

2. Bring out the limitations of environmental analysis.
3. Explain the impact of technology on society.
4. Why is economic planning necessary? Explain.
5. Discuss why business should participate in cultural affairs.
6. Bring out the arguments for and against India's membership of WTO.

SECTION - C

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

7. Discuss the issues involved in globalisation.
8. Describe the forces that impact the growth of technology.
9. Discuss the impact of executive and judiciary on business.
10. Describe economic environment as it prevails today in our country.
11. Define culture. How does culture influence business?