



K22P 1558

Reg. No. :

Name :



I Semester M.Com. Degree (CBSS – Reg./Sup./Imp.)
Examination, October 2022
(2019 Admission Onwards)
COM1C01 : BUSINESS ENVIRONMENT AND POLICY

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries 1 mark for Part (a), 3 marks for Part (b) and 5 marks for Part (c). (4×9=36)

1. a) Define the term, '*Business Environment*'.
b) Enumerate the key stages in Environmental Analysis.
c) Briefly explain how WTO poses a serious threat to Indian Industry with examples.
2. a) What are '*Intellectual Property Rights*' ?
b) "Values and Ethics form the cornerstones for any business operations". Do you agree ? Exemplify.
c) Highlight the salient features of the New Companies Act, 2013.
3. a) Mention any two objectives of '*Demonetisation*' in India.
b) Give your arguments in favor of Corporate Social Responsibility with recent examples.
c) Discuss the factors determining the Internal Environment of a business.
4. a) What is meant by the concept of '*First Mover Advantage*' in Business Environment ?
b) What steps have been taken by the Indian Government to reduce unemployment ? Explain.
c) Analyse the importance and limitations of Digitisation in business with examples.



5. a) How do you define the term, '*Technology Transfer*' ?
b) Compare FERA and FEMA.
c) "Make-in-India drive has the potential to generate more than 9 crore jobs in the next decade". Evaluate the impact of this drive on the Indian economy with examples.
6. a) Who are '*Non-Resident Indians*' in Global Environment ?
b) Compare the concepts, '*Fiscal Policy*' and '*Monetary Policy*' at macro level.
c) Illustrate the different unethical practices faced by Consumers in India today.

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks. (2×12=24)

7. a) "Foreign Direct Investment is becoming cornerstones for international investors at both micro and macro level". Critically evaluate with examples.

OR

- b) Give an account of factors stimulating the growth of MNCs in India post liberalisation. Examine the challenges faced by MNCs while entering Indian premises.
8. a) Elaborate on the reasons for recent corporate failures in India with examples. Also, highlight the need and significance of Corporate Governance in an organisation.

OR

- b) "Clean environment and economic development are inconsistent". How does this phrase fit in to explain the positive and negative impact of Globalisation on the Indian natural environment ? Quote examples to support your answer.
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