



K21P 0509

Reg. No. : .....

Name : .....



**First Semester M.Com. Degree (CBSS-Reg./Suppl. (Including Mercy  
Chance)/Imp.) Examination, October 2020  
(2014 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).

1. a) What do you mean by Business Environment ?  
b) List out major characteristics of Business environment.  
c) 'Environmental analysis can make a firm strong'. Do you agree with this statement ? Comment.
2. a) What is Disinvestment ?  
b) Impact of disinvestment in India. Explicate.  
c) Critically evaluate the effectiveness of recent fiscal and monetary policies of India in bridging the gap between the rich and the poor.
3. a) What do you mean by ethics in business ?  
b) Furnish the role of Government in making business ethical.  
c) List out the important ethical principles that a business should follow.
4. a) What is socio-cultural environment in business ?  
b) Specify the factors which interface between business and culture.  
c) Briefly explain how socio-cultural factors influence Indian business.
5. a) What is FDI ?  
b) Differentiate between FDI and FII.  
c) Emphasize the pros and cons of FDI in India.

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- 6. a) What is MNCs ?
- b) Point out major characteristics of Globalisation.
- c) Describe the role played by MNCs in Today's International business scenario. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) "The internal business environment comprises of factors within the company which impact the success and approach of operations". Explain.

OR

- b) Which are the major economic systems ? Elucidate.

- 8. a) Discuss important features and objectives of WTO.

OR

- b) "If the business discharges its responsibilities, the government and society can function more efficiently". Clarify. (2×12=24)