

(6 Pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2021.

Second Semester

Commerce — Core

BUSINESS ENVIRONMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Innovating new commodities is one of the ————
objectives of Modern Business.
 - (a) Economic
 - (b) Social
 - (c) Human
 - (d) None

2. Which one the following is not a micro environmental elements?
- (a) Competitor (b) Suppliers
- (c) Financiers (d) None
3. In which level of Business ethics, relations between an organisation and its employees are analysed?
- (a) Societal (b) Stake holders
- (c) Internal policy (d) Personal
4. The fundamental objectives of Corporate Governance is recommended by _____
- (a) Kumar Mangalam Birla Committee
- (b) Ranga Rajan Committee
- (c) The Sachar Committee
- (d) None
5. The Govt. of India appointed a committee under the chairmanship of Shri. C. Ranga Rajan to study and recommended to make _____ more effective.
- (a) Public sector (b) Private sector
- (c) Export sector (d) None

6. The Five Member Disinvestment Commission was setup on August 7 _____.
(a) 1991 (b) 1995
(c) 1996 (d) 1999
7. GATT itself has been replaced by the World Trade Organisation (WTO), which came into existence on _____.
(a) Jan. 1, 1995 (b) April 1, 1995
(c) Nov. 1, 1995 (d) None
8. In the year 1957 _____ trading blocks was established.
(a) European Community
(b) European Free Trade Association (EFTA)
(c) Latin American Integration Association (LATA)
(d) None
9. The concept of social responsibility of business was developed by _____.
(a) Peter F. Drucker (b) Oliver Sheldon
(c) Milton Friedman (d) None
10. The first social audit in India was undertaken in _____.
(a) Bharath Sanjar Nigam Limited (BSNL)
(b) Tata Iron and Steel Company Ltd. (TISCO)
(c) Hindustan Lever Limited (HLL)
(d) None

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the objectives of modern business?

Or

- (b) Discuss the features of Business Environment.

12. (a) Discuss the factors influencing the choice of objectives of business.

Or

- (b) What is Business Ethics? What are its characteristics?

13. (a) What is Public Sector Enterprises?

Or

- (b) What are the routes of privatisation?

14. (a) Discuss the challenges of Multi National Corporations.

Or

- (b) What are the strategies in Globalisation?

15. (a) What are the reason for growing for social responsibility?

Or

- (b) What are the responsibilities of business towards share holders?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the advantages of Environmental Analysis.

Or

- (b) Discuss the components of Business Environment.

17. (a) Explain the importance of values in Business.

Or

- (b) Discuss the need and significance of Corporate Governance.

18. (a) Explain the role played by the public sector enterprises in developing our economy.

Or

- (b) Discuss the arguments against Privatisation.

19. (a) Discuss the importance of Multi National Corporation in home countries.

Or

- (b) Briefly discuss the agenda for the next millennium before WTO.

20. (a) Explain the responsibilities of business towards employees.

Or

- (b) Discuss the arguments for social responsibility.
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