Roll No. ☐☐☐☐☐☐☐☐☐☐☐   Total No. of Pages : 02

Total No. of Questions : 09

M.Com. (Professional) (2016 to 2017)   (Sem.–1)
BUSINESS ENVIRONMENT
Subject Code : MCOP-105
M.Code : 70898

Time : 3 Hrs.   Max. Marks : 80

INSTRUCTION TO CANDIDATES :
1. SECTIONS-A, B, C & D contains TWO questions each carrying FIFTEEN marks each and students has to attempt any ONE question from each SECTION.
2. SECTION-E is COMPULSORY consisting of TEN questions carrying TWENTY marks in all.

SECTION-A

1. Define business environment. Explain the steps involved in the process of environment scanning.

2. Discuss the emergence of globalization. Explain its impact on business environment with example.

SECTION-B

3. Write a detailed note on export and import policy of India.

4. Discuss the concept of Liberalization, Privatization, and Globalization with examples.

SECTION-C

5. Explain various elements of political environment of business. Discuss in detail.

6. Discuss the changing dimensions of political environment in India.

SECTION-D

7. What is social responsibility of business? Discuss its nature and scope with examples.

8. Discuss the role and functions of World Trade Organization with its implications for India.

SECTION-E

9. Write short notes on :

    a) Nature of business environment

    b) Macro-environment

    c) Globalization

    d) Industrial policy

    e) Monetary policy

    f) Competitive strength

    g) Government and business

    h) Social group and consumerism

    i) Socio-cultural business environment

    j) Foreign direct investment

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.