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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.