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K19P 1468

Reg. No. :

Name :

I Semester M.Com. Degree (CBSS-Reg./Suppl./Imp.)
Examination, October- 2019
(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)
(4×9=36)

1. a) Who perform fiscal policy?
b) What you understand by disinvestment?
c) Prepare a note on capitalism verses socialism.
2. a) What is environmental scanning?
b) What is the objective of FDI?
c) Why India has failed to attract FDI on a large scale?
3. a) Opportunities and threats for an industry can be analysed from, which type of environment?
b) Name the factors considered under internal environment.
c) Coin 2 terms: Business and Environment. How both related to each other?



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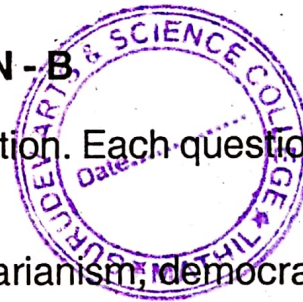
2014-15 (2)



4. a) Name out 3 vital institutions in a political environment.
b) What was the aim behind MRTP Act? Which Act replaced it?
c) What responsibility does the government have towards business?
5. a) What is manpower planning?
b) How culture influence buying behaviour?
c) Discuss about the emerging rural sector in India?
6. a) Who are non-resident Indians?
b) How GATT differentiate from GATS.
c) Write a short note on TRIMPS?

SECTION - B

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



7. a) "Between democracy and totalitarianism, democracy is preferable for business growth". Discuss.

(OR)

- b) Explain the meaning of social responsibility of business towards different segments of society.
8. a) 'Today a firm can ignore environment at its peril' explain this statement along with illustration of business environment model.

(OR)

- b) Critically evaluate the New Industrial Policy.
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