

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

M.Com. (Professional) (2015 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. *“Micro environment components are the initial spheres to work on, so as to shape a strong and credible image of the company in the macro environmental context”*. Comment on this statement by bringing out the various components of micro environment.
2. What is environmental scanning? Outline in detail the process of environmental scanning.

**SECTION-B**

3. Explain the concept behind monetary policy. Critically examine the current monetary policy of India.
4. *“India today is considered to be one of the major forces in the global economic market”*. In support of this statement explain in detail the competitive strength of Indian Industry.

**SECTION-C**

5. Explain in detail the dimensions of a political environment. Discuss how judiciary and legislative help in the smooth functioning of business in a dynamic business environment briefly.
6. *“Government should favor businesses and incentivize business performance”*. Do you agree? State reasons for agreement or disagreement.

### SECTION-D

7. Discuss in detail the importance and limitations of foreign direct investment in context of Indian Economy.
8. Write detailed note on :
  - a) Arguments in favour of social responsibility of business.
  - b) Scope of Socio-cultural environment.

### SECTION-E

9. **Answer briefly :**
  - (a) Discuss in brief nature of business environment.
  - (b) Briefly analyse the interaction between economic and non-economic environment.
  - (c) “*Liberalization should not be confused with the concept of laissez-faire*”. Comment.
  - (d) Explain the concept of globalization.
  - (e) What is the significance of having a cross cultural business environment?
  - (f) What is the role of WTO?
  - (g) Briefly explain the term social groups.
  - (h) Define Disinvestment.
  - (i) What are the objectives of EXIM policy?
  - (j) Why stability of a political structure is necessary for a business?

**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.**