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Course Code MCO - 02

Term End Examination - December, 2019

BUSINESS ENVIRONMENT

Master of Commerce (MCOM)

Time : 3 hours

Full Marks : 100

The figures in the right-hand margin indicate marks

Answer **all** Groups as directed

Group—A

1. Answer *all* the questions, each within 1 word or 1 sentence : 1×10=10
 - (a) What is the full form of SWOT?
 - (b) Focus of Social Environment is related to what?
 - (c) What is MRTP?
 - (d) In which Five Year Plan, Mahalanobis Model was initiated for heavy industries?
 - (e) By which process business environment is analysed to identify the factors having implications for the business?

(2)

- (f) Which policy of the Govt. is concerned with raising revenue through taxation and deciding on the level and pattern of expenditure?
- (g) Is Indian Economy is an example of Mixed Economy?
- (h) What is/are identified by analysing external environment in a Business?
- (i) What does the P3 (PPP) initiative refer to?
- (j) Which is the apex body of economic planning in India?

Group—B

2. Answer any *four* questions each within
100 words : 5×4=20

- (a) What is Business Environment?
Explain briefly about its significance.
- (b) Briefly explain about Sale of Goods Act, 1930.
- (c) Write about the applicability of MRTP Act.

(3)

- (d) What is Repo? Explain how a Repo Market is operated?
- (e) Differentiate between Money Market and Capital Market.
- (f) Write about the principal objectives of Exim Policy 2002-07.

Group—C

3. Answer any *four* questions each within
200 words : 10×4=40

- (a) Explain the need for SICA.
- (b) Describe critical elements of Socio-Cultural Environment.
- (c) What do you mean by Monetary Policy? Explain its main objectives.
- (d) What do you understand by liberalization? Describe the reforms in trade policy.
- (e) What do you mean by Environmental Scanning? Explain the need for Environmental Scanning.

(4)

(f) State the requisites of good corporate governance.

Group—D

4. Answer any *two* questions each within
300 words : 15×2=30

(a) Discuss the main features of the New Industrial Policy as enunciated by the Government of India in 1991.

(b) Describe the trends in India's foreign collaboration. Discuss the salient features of foreign collaboration policy.

(c) Explain briefly the major components of the business environment and their impact on business.

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