



K23P 3063

Reg. No. :

Name :

I Semester M.Com. Degree (C.B.C.S.S. – OBE – Regular)
Examination, October 2023
(2023 Admission)
CMCOM01C01 : BUSINESS ENVIRONMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries **3** marks.

1. What is environmental forecasting ? What are its benefits to business ?
2. What is a social audit ? Explain its importance.
3. Write a short note on influence of ecology on business policy.
4. List the major objectives of FEMA 1999.
5. What is meant by IPR ? Briefly explain major components of IPR in India.
6. Briefly explain the role of Government in business. **(5×3=15)**

SECTION – B

Answer **any three** questions in this Section. **Each** question carries **5** marks.

7. Explain the major objectives of NITI Aayog.
8. Analyze the importance of environmental audit in the contemporary business environment.
9. Elements of socio-cultural environment set the framework of business policy – Evaluate critically.
10. Explain the influence of political environment on successful operation of a business.
11. Analyze the impact of recent technological changes on business environment. **(3×5=15)**

P.T.O.



SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks.

12. What is Environmental Scanning ? Explain different environmental scanning tools and techniques.
13. Briefly explain the characteristics of New Economic Policy 1991.
14. What is a MNC ? Explain advantages and disadvantages of MNCs.
15. Critically evaluate the role and working of WTO in global trade.
16. Analyze the salient features of the Companies Act, 2013. (3×10=30)

