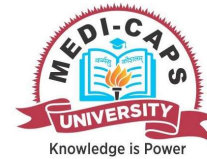


Total No. of Questions: 7

Total No. of Printed Pages: 3

Enrollment No.....



Faculty of Commerce / Management Studies

End Sem (Even) Examination May-2022

CM3EG03 / MS3CO04 Business Environment

Programme: B.Com.(Hons.) Branch/Specialisation: Commerce /
/ BBA Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Business environment divided into which two broad categories? **1**
(a) National and Regional
(b) Local and Global
(c) Environmental and Non-environmental
(d) Internal and External
- ii. In PESTEL analysis 'E' stands for..... **1**
(a) Economic and Environmental factors
(b) External and Economic environment
(c) Environmental factors and External environment
(d) Economic and External environment
- iii. India is a best example of..... **1**
(a) Capitalist economy (b) Socialist economy
(c) Mixed economy (d) None of these
- iv. In which year liberalization and privatization began in India? **1**
(a) 1950 (b) 1947 (c) 1991 (d) 2001
- v. FEMA stands for- **1**
(a) Foreign Export Management Act
(b) Foreign Exchange Management Act
(c) Foreign Exchange Management Association
(d) Foreign Export Management Association
- vi. What is/are the Instrument of Fiscal policy? **1**
(a) Taxation (b) Government spending
(c) Both (a) and (b) (d) None of these

P.T.O.

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- vii. Social responsibility of business is the responsibility towards? **1**
 (a) Society (b) Customer (c) Employee (d) All of these
- viii. Increasing sales of FMCG products during festive season, is the influence of.....environment. **1**
 (a) Economic (b) Cultural (c) Political (d) Festive
- ix. IMF stands for..... **1**
 (a) International Monetary Forum
 (b) Indian Monetary Forum
 (c) International Monetary Fund
 (d) Indian Monetary Fund
- x. Which one is not a multinational organization? **1**
 (a) Facebook (b) Google (c) Amazon (d) Flipkart
- Q.2 i. What is business and business environment? Define it. **2**
 ii. Write the significance of environmental analysis. **2**
 iii. What is macro environment? Describe any four components of macro-environment. **4**
- OR iv. What is internal environment? Describe any four components of internal environment. **4**
- Q.3 i. Explain three types of economic system. **3**
 ii. Explain any five characteristics of Indian economy. **5**
- OR iii. What are Liberalization, Privatization and Globalization? Explain them with their effect on business. **5**
- Q.4 i. What are the elements of political environment? Describe any three of them. **3**
 ii. Discuss the role of government in regulation and development of business. **5**
- OR iii. Write short note on the following: **5**
 (a) Monetary Policy (b) Fiscal policy
- Q.5 i. What is horizontal and vertical transfer of technology? **2**
 Attempt any two:
 ii. What are the social responsibilities of business? Explain it. **3**

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- iii. Discuss any three elements of socio-cultural environment with explaining how they affect business. **3**
- iv. How technological environment affect business activities? Explain it. **3**
- Q.6 Attempt any two:
 i. Describe any four elements of international environment. **4**
 ii. What are the challenges of international business? Explain any four of them. **4**
 iii. Write short note on following: **4**
 (a) WTO (b) World Bank
- Q.7 Case Study
 On 8 November 2016, the Government of India announced the demonetisation making all Rs. 500 and Rs. 1,000 banknotes of the Mahatma Gandhi Series invalid past midnight. The government claimed that the action would curtail the use of illicit and counterfeit cash to fund illegal activity and terrorism. The BSE SENSEX and NIFTY 50 stock indices fell over 6 percent on the day after the announcement. The decision was heavily criticised by members of the opposition parties, leading to debates in both houses of parliament and triggering organised protests against the government in several places across India. People seeking to exchange their bank notes had to stand in lengthy queues, and several deaths were linked to the inconveniences caused due to the rush to exchange cash. After demonetisation the demand for point of sales (POS) or card swipe machines has increased. E-payment option like PayTM has also seen a rise.
 In context of the above case:
 (a) Identify & explain the various dimensions of business environment which relate to the above mentioned case. **5**
 (b) Perform its SWOT analysis. **5**

Marking Scheme
CM3EG03 / MS3CO04 Business Environment

Q.1	i.	Business environment divided into which two broad categories? (d) Internal and External	1
	ii.	In PESTEL analysis 'E' stands for..... (a) Economic and Environmental factors	1
	iii.	India is a best example of..... (c) Mixed economy	1
	iv.	In which year liberalization and privatization began in India? (c) 1991	1
	v.	FEMA stands for- (b) Foreign Exchange Management Act	1
	vi.	What is/are the Instrument of Fiscal policy? (c) Both (a) and (b)	1
	vii.	Social responsibility of business is the responsibility towards? (d) All of these	1
	viii.	Increasing sales of FMCG products during festive season, is the influence of.....environment. (b) Cultural	1
	ix.	IMF stands for..... (c) International Monetary Fund	1
	x.	Which one is not a multinational organization? (d) Flipkart	1
Q.2	i.	Definition of business Definition of business environment	1 mark 1 mark 2
	ii.	Definition Significance	1 mark 1 mark 2
	iii.	Macro environment Any four components	2 marks 2 marks 4
OR	iv.	Internal environment Any four components	2 marks 2 marks 4
Q.3	i.	Any three types of economic system	(1 mark * 3) 3
	ii.	Any five characteristics of Indian economy	(1 mark * 5) 5

OR	iii.	Liberalization Privatization Globalization Their effect on business	1 mark 1 mark 1 mark 2 mark	5
Q.4	i.	Any three elements and description	(1 mark * 3)	3
	ii.	Any five points	(1 mark * 5)	5
OR	iii.	(a) Monetary Policy (b) Fiscal policy	2.5 marks 2.5 marks	5
Q.5	i.	Horizontal transfer of technology Vertical transfer of technology Attempt any two:	1 mark 1 mark	2
	ii.	As per explanation	3 marks	3
	iii.	Any three elements	(1 mark * 3)	3
	iv.	Any three points	(1 mark * 3)	3
Q.6		Attempt any two:		
	i.	Any four elements	(1 mark * 4)	4
	ii.	Any four challenges	(1 mark * 4)	4
	iii.	(a) WTO (b) World Bank	2 marks 2 marks	4
Q.7		Case Study (a) As per explanation (b) As per explanation		5 5
