



**II Semester M.Com. Degree Examination, June/July 2014
(NS) (2007-08 Scheme)
COMMERCE
Paper – 2.4 : Business Environment**

Time : 3 Hours

Max. Marks : 80

Instruction : Answer to all Sections.

SECTION – A

1. Answer **any ten** of the following in about **3-4 lines each**. **Each** sub-question carries **two** marks. **(2×10=20)**
- a) What is an MNC ?
 - b) What is TNC ? Name some Indian TNCs.
 - c) Define culture.
 - d) Define E-commerce.
 - e) Define strategic management.
 - f) What do you understand by the concept of corporate social responsibility ?
 - g) What are fundamental rights?
 - h) What are the business goals ?
 - i) What do you mean by technology transfer ?
 - j) What do you mean by political environment ?
 - k) What do you mean by environmental scanning ?
 - l) Why do firms go global ?



SECTION – B

Answer **any three** of the following. **Each** question carries **5** marks. **(3×5=15)**

2. Explain the impact of technology on society.
3. Briefly discuss the critical elements of economic environment of business.
4. Briefly discuss the influence of culture on business.
5. Bring out the arguments for and against India's membership of WTO.
6. Briefly discuss the process of environmental analysis.

SECTION – C

Answer **any three** of the following in about **three** pages **each**. **Each** question carries **15** marks. **(3×15=45)**

7. Discuss in detail the influence of political environment on business with suitable illustrations.
 8. What are the factors affecting FDI ? Discuss the recent trends in FDI in India.
 9. What is corporate social responsibility ? Discuss the importance of social responsibility to business.
 10. Discuss H.R. practices across culture in the world.
 11. What do you mean by technology transfer ? What are the paradoxes noticed in technology front in India ?
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