

B. COM
Fifth Semester
BUSINESS ENVIRONMENT
(BCM – 21)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive)=50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any *five* of the following questions:

1. Define Business Environment .What do you mean by macro environment?
Explain about economic environment. (2+3+5=10)
2. What do you mean by demographic environment? Explain about technological environment. (5+5=10)
3. Define MNC. Mention the various advantages & disadvantages of MNC. (2+8=10)
4. Explain in brief about WTO. Mention the various functions of WTO. (5+5=10)
5. Define globalization. Explain the various strategies for globalization. Mention the causes of globalization. (2+3+5=10)
6. What do you mean by SWOT analysis? Business has certain responsibilities towards different sections of the society. Explain. (5+5=10)
7. What do you mean by Corporate Governance? Mention some features of good corporate governance. What are the various factors influencing corporate governance? (2+3+5=10)
8. Define FDI. Explain in brief about FDI policy. (2+8=10)

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Duration: 20 minutes

Marks – 20

(PART A- Objective Type)

I. Choose the correct answer:

1×20=20

1. Business environment is defined as a set of _____ factors.
a) external b) internal
c) both a & b d) none of the above
2. Export businesses can always be _____.
a) direct b) indirect
c) both a & b d) none of the above
3. The political-legal environment includes the activities of _____ political institutions.
a) two b) three
c) four d) none of the above
4. Liberalization was started in India in the year:
a) 1990 b) 1991
c) 1947 d) none of the above
5. The demographic environment includes:
a) rate of population b) educational level
c) both a & b d) none of the above
6. The factors that affect a business enterprise from outside are known as:
a) external environment b) micro environment
c) both a & b d) none of the above
7. _____ control all the activities of an organization.
a) government b) corporate governance
c) manager d) none of the above
8. FDI refers to investment in _____ country.
a) foreign b) home
c) both a & b d) none of the above

9. Internal environment to a certain extent are _____ in nature.
 a) incontrollable b) controllable
 c) both a & b d) none of the above
10. _____ is undertaken by the business firm to understand its internal & external environment.
 a) SWOT b) ETOP
 c) Both a & b d) None of the above
11. MNC's are predominantly _____ in size.
 a) small b) medium
 c) large d) none of the above
12. _____ include tracking the environmental trends, events & séquences.
 a) Monitoring b) Scanning
 c) Forecasting d) None of the above
13. WTO was established in the year:
 a) 1995 b) 1992
 c) 1993 d) none of the above
14. MNC's have managerial headquarters in _____ country.
 a) home b) host
 c) both a & b d) none of the above
15. WTO is based in:
 a) Jordan b) Geneva
 c) Morocco d) None of the above
16. Business has responsibility towards:
 a) employees b) shareholders
 c) consumers d) all of the above
17. _____ refers to the process of integration of the world in one huge market.
 a) globalisation b) liberalization
 c) franchising d) none of the above
18. Corporate governance comprises of:
 a) shareholdres b) board of directors
 c) shareholders d) all of the above
19. The term of strategic alliance is for a _____ period.
 a) longer b) shorter
 c) both a & b d) none of the above
20. FDI may be:
 a) Inward b) outward
 c) both a & b d) none of the above
