

D 32386

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2013

(CUCSS)

1.7—BUSINESS ENVIRONMENT

(2010 Admissions)

Time : One Hour and a Half

Maximum : 18 Weightage

Part A

*Answer all the questions.
Each question carries 1 weightage.*

1. What is Malice scanning ?
2. What is Business Environment ?
3. What are the major components of Fiscal Policy ?
4. Mention the functions of RBI as a 'Bankers' Bank.
5. Write the three methods of measuring National Income.
6. Distinguish between Money Market and Capital market.

(6 × 1 = 6 weightage)

Part B

*Answer any three questions.
Each question carries 2 weightage.*

7. How does business effect natural environment ?
8. Explain the different stages of environmental scanning.
9. Explain the role of private sector in India's Economic Development.
10. What aspects of economy are relevant to business and why ?
11. Discuss the recent foreign trade policy.

(3 × 2 = 6 weightage)

Part C

*Answer any one question.
Each question carries 6 weightage.*

12. Discuss the arguments for and against globalization.
13. Explain the social and ethical responsibility of business.

(1 × 6 = 6 weightage)