

D 53845

Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2014

BUS IC 05—BUSINESS ENVIRONMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

PART A

Answer the following. Each question carries 1 weightage

1. Who are stakeholders?
2. What is environmental analysis?
3. Enumerate the maha ratnas of PSU's in India?
4. Write a note on fiscal policy.
5. What are the benefits if you are starting a MSME?
6. What is CSR?

(6 × 1 = 6 weightage)

PART B

Answer any Six of the following. Each question carries 3 weightage

7. Write a note on the nature of business environment in the present context.
8. Enumerate the role played by World Trade Organisation?
9. What is the impact of intellectual property rights on business?
10. Write a note on role of public sector in economic development.
11. Discuss the progress of economic reforms and its impact on common man.
12. Write a note on the regulatory bodies involved in monetary policies.
13. Explain the problems faced by MSME in India.
14. Bring out the impact of technology on business?

(6 × 3 = 18 weightage)

PART C

Answer any two of the following. Each question carries 6 weightage

15. "Export and Import policy need to be aimed towards developing countries"—Evaluate.
16. Do you think liberalization policy has helped the public sector? Justify.
17. "Westernisation of society is doing more harm than good" —Justify your answer with examples.

(2 × 6 = 12 weightage)