

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

(C.U.C.S.S.)

BUS 1C 05—BUSINESS ENVIRONMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer the following.
Each question carries 1 weightage.*

1. What are the characteristics of business ?
2. What is globalisation ?
3. Enumerate the public sector oil companies in India ?
4. Write a note on monetary policy.
5. What is balanced regional development ?
6. What is social responsibility of business ?

(6 × 1= 6 weightage)

Part B

*Answer any six of the following.
Each question carries 3 weightage*

7. Conduct an environmental analysis for a company of your choice.
8. What are the implications of WTO on Indian industries ?
9. Discuss the importance of public sector in India.
10. Write a note on Competition Act 2002.
11. What are the salient aspects of FEMA ?
12. Write a note on the rise of MSME in India.
13. What do you mean by consumerism ? Explain.
14. Bring out the impact of technology on business.

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. Compare and contrast internal and external environment of a business.
16. Do you think liberalization policy has helped the public sector? Justify.
17. Discuss the issues in environmental management in organizations.

(2 × 6 = 12 weightage)