

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2015

(CUCSS)

BUS C1 05—BUSINESS ENVIRONMENT

(2013 Admissions)

Time : One Hour and a Half

Maximum Weightage : 36

**Part A**

*Answer the following.*

*Each question carries 1 weightage.*

1. What are the objectives of business ?
2. What is environmental analysis ?
3. Enumerate the mini-ratnas of PSU's in India.
4. Write a note on monetary policy.
5. What are the benefits if you are starting a MSME ?
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. Write a note on the nature of business environment in the present context.
8. Enumerate the importance of patents to Indian organisations.
9. Discuss the importance of public sector in India.
10. Write a note on Competition Act 2002.
11. Discuss the progress of economic reforms and its impact on common man.
12. Write a note on the rise of MSME in India.
13. What is sustainable development ? Explain its importance.
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. Explain the components of external environment with respect to an industry.
16. Do you think liberalization policy has helped the public sector. Justify.
17. "Consumerism is good as well as bad for the economy"— Evaluate.

(2 × 6 = 12 weightage)