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Name.....

Reg. No.....

**FIRST SEMESTER M.B.A. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, DECEMBER 2016**

(CUCSS)

BUS 1C 05—BUSINESS ENVIRONMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. What is environmental scanning ?
2. What do you mean by internal environment of a business ?
3. What do you mean by privatisation ?
4. What are economic reforms ?
5. What is an industrial policy ?
6. What do you mean by sustainable development ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Describe the objectives of business.
8. Explain the significance of environmental analysis.
9. Discuss the need for IPRs Act.
10. Describe the progress of economic reforms.
11. Explain the benefits of MNCs.
12. Give an account of consumerism in India.
13. Discuss the need for micro, small and medium enterprises.
14. Describe the features of Indian export-import policy.

(6 × 3 = 18 weightage)

Turn over

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Describe the micro environmental factors that influence business decisions
16. Explain the advantages and disadvantages of WTO on developing nations.
17. Elucidate the significance of corporate social responsibility.

(2 × 6 = 12 weightage)