

C 32287

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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, DECEMBER 2017

(CUCSS)

BUS IC 05—BUSINESS ENVIRONMENT

(2013 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all the questions.

Each question carries 1 weightage.

1. Define Business.
2. What is Environmental Scanning ?
3. What is an Intellectual property right ?
4. What are Monetary Policy measures ?
5. What is balanced Regional Development ?
6. What is Corporate Social responsibility ?

(6 × 1 = 6 weightage)

Part B

Answer any six questions.

Each question carries 3 weightage.

7. Describe the process of Enviromental analysis.
8. Explain the objectives of Business.
9. Elucidate the need for Corporate Social responsibility.
10. Describe the significance of balanced Regional Development.
11. Explain the impact of technology on business.
12. Discuss the problems of MNCs in host countries.
13. Elucidate the role of fiscal policy in Economic Development.
14. Explain the role of Public Sector enterprises in Economic Development.

(6 × 3 = 18 weightage)

Turn over

Part C

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

15. Bring out and explain the external Environmental Factors.
16. Describe the rôle of Public Sectors in Indian Economy.
17. Discuss the impact of privatisation of Indian Economy.

(2 × 6 = 12 weightage)