

**M. COM**  
**FIRST SEMESTER**  
**BUSINESS ENVIRONMENT**  
**MCM-102**

(Use separate answer scripts for Objective & Descriptive)

Duration: 3 hrs.

Full Marks: 70

[ PART-A: Objective ]

Time: 20 min.

Marks: 20

*Choose the correct answer from the following:*

*1x20=20*

1. The MNCs are also called:
  - a. National corporations
  - b. Transnational corporations
  - c. International corporations
  - d. None of the above
2. Globalization is the term used to describe process of removal of restriction on which one of the following?
  - a. Foreign trade
  - b. Investment
  - c. Both a and b
  - d. None of the above
3. The Environment Protection Act came into force from:
  - a. 1983
  - b. 1984
  - c. 1985
  - d. 1986
4. Sick enterprise is referred to:
  - a. CII
  - b. BIFR
  - c. SIDBI
  - d. RBI
5. The MRTP Act, 1969 was abolished in:
  - a. 1991
  - b. 2002
  - c. 2006
  - d. 2008
6. Which one of the following is not a part of economic environment?
  - a. Competitive environment
  - b. Economic system
  - c. Changes in Patent laws
  - d. None of these
7. The sector owned by state or central government is called:
  - a. Private sector
  - b. Public sector
  - c. Joint sector
  - d. Cooperative sector
8. Entrepreneur is a person who:
  - a. Initiates business
  - b. Invest capital
  - c. Manages the business
  - d. All of the above
9. Gustav Cassel pioneered:
  - a. PPP Theory
  - b. Mint Par Theory
  - c. BOP Theory
  - d. None of the above
10. FEMA was passed in the year:
  - a. 1999
  - b. 1989
  - c. 2000
  - d. 1997

11. Presently in India, rupee convertibility in foreign exchange is?
  - a. Restricted
  - b. Partial
  - c. Full
  - d. None of these
12. A country can improve its BOP through contribution both to current account and capital account by way of:
  - a. Export promotion
  - b. Foreign Direct Investment
  - c. Import of capital
  - d. Export of capital
13. Corporate Social Responsibility is important because:
  - a. It influences all aspects of Company's operation.
  - b. It gives Company's mission and strategy.
  - c. It increases the general affluence and societal expectation.
  - d. All of these.
14. A consumer consults the Company website to gather information about various models of a car. Which type of source of information is he/she using?
  - a. Commercial
  - b. Experimental
  - c. Personal
  - d. Public
15. Which of the following can be legally protected?
  - a. Brand name
  - b. Trade mark
  - c. Brand mark
  - d. Package
16. The first social audit in India to evaluate role and success of Company towards moral responsibility of employees conducted by:
  - a. Birla Group
  - b. Wipro
  - c. Infosys
  - d. TISCO
17. The highest amount of FDI in India comes from:
  - a. Japan
  - b. USA
  - c. Mauritius
  - d. Indonesia
18. First industrial estate in India was established by SSIB in 1955 at:
  - a. Okhla, Delhi
  - b. Ghaziabad, Uttar Pradesh
  - c. Rajkot, Gujarat
  - d. Sannat Nagar, Jammu & Kashmir
19. Vertical merger represents merger of firms:
  - a. Engaged in same line of business.
  - b. At different stages of production in an industry.
  - c. Engaged in unrelated lines of activities.
  - d. All of these.
20. BRIC countries comprise:
  - a. Brazil, Russia, India, and China.
  - b. Belgium, Russia, India and China.
  - c. Brazil, Russia, India and Czech Republic.
  - d. Brazil, Russia, Indonesia and China.

==\*\*\*==

( PART-B :Descriptive )

Time: 2 hrs. 40min.

Marks: 50

[ Answer question no.1 & any four (4) from the rest ]

1. State the impact of Political, Economical, Social and Technological factors affecting Business Environment. 10
2. What do you mean by intellectual property rights? What are the various categories of intellectual property rights? Discuss upon the procedure for registration of patents and trademarks. 2+3+5=10
3. What is culture? Describe the elements of culture. How does it influence business environment? 2+3+5=10
4. What do you mean by social responsibility of business? What are the different types of social responsibility of business? 2+8=10
5. What do you understand by digital payment system? Describe the various digital payment systems. 2+8=10
6. Why do exchange rates fluctuate? Analyze in detail. 2+8=10
7. Define micro small medium enterprises as given under Micro Small Medium Enterprises Development Act, 2006. Also discuss the role of MSMEs in upliftment of economic environment of India. 2+8=10
8. Write short notes on: 5+5=10
  - (a) Base Erosion and Profit Shifting (BEPS).
  - (b) Process of filing a consumer complaint.

==\*\*\*==