

**BACHELOR OF COMMERCE
FIRST SEMESTER [REPEAT]
BUSINESS ENVIRONMENT
BCM – 103**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

1. is one of the components of the macro environment of business.
 - a. Organizational structure
 - b. Customers
 - c. Technological advancement
 - d. Employment skills
2. The term business environment refers to.....
 - a. The physical location of a business
 - b. The contribution of all external and internal factors that influence the business
 - c. Only the internal factors that impact business decisions
 - d. None of these
3. Environmental scanning primarily refers to.....
 - a. Financial analysis
 - b. Understanding external factors affecting an organization
 - c. Employee performance evaluation
 - d. Internal policy formulation
4. Which of the following can be considered as a weakness for an organization?
 - a. Strong brand image
 - b. Limited financial resources
 - c. Skilled workforce
 - d. Advanced technology
5. What is the primary purpose of conducting a PESTEL analysis in business?
 - a. To access the company's financial performance
 - b. To evaluate the environmental impact of the business
 - c. To identify external factors that may affect the business
 - d. To measure employee satisfaction level
6. Which among the following is not a component of demographic environment?
 - a. Age structure
 - b. Employment rate
 - c. Literacy rate
 - d. Climatic condition
7. "Population density" refers to:
 - a. The number of people per household
 - b. The concentration of people within a specific area
 - c. The number of adults per household
 - d. The rate of ethnic diversity in a specific area

8. Which of the following statement reflects the impact of natural environment on business?
 - a. Rise in population density
 - b. Change in consumers' buying behaviour
 - c. Reduction in agricultural production due to drought
 - d. Increase in national education rate
9. Environmental regulations are typically designed to.....
 - a. Encourage companies to use more petroleum fuels
 - b. Promote sustainable use of natural resources
 - c. Eliminate the need for environmental conservation
 - d. Increase government revenue from business
10. Which of the following is not a component of economic environment?
 - a. Interest rate
 - b. Tax policies
 - c. Business structure
 - d. Inflation rate
11. Which legal system is based on custom, traditions and court rulings rather than written codes?
 - a. Civil law
 - b. Common law
 - c. Socialist law
 - d. Islamic law
12. Which of the following act ensures protection of consumers from misleading advertisements and unsafe products?
 - a. Intellectual property act
 - b. Consumer Protection Act
 - c. Advertisement Act
 - d. None of these
13. Change in consumer lifestyle and preferences represents.....environmental factor.
 - a. Technological
 - b. Economic
 - c. Political
 - d. Social
14. One of the key objectives of the North Eastern Council is.....
 - a. To promote inter-state trade in NE Region
 - b. Accelerating socio-economic development of the NE Region
 - c. Regulating defense and security in NE Region
 - d. Managing agriculture in NE Region
15. NEDFI is operated by.....
 - a. Ministry of Home Affairs
 - b. Ministry of Commerce and Industry
 - c. Ministry of Development of North Eastern Region
 - d. Ministry of Finance
16. Consumer behaviour is influenced by:
 - a. Economic condition of the consumers
 - b. Social status of the consumers
 - c. Cultural values of the consumers
 - d. All of these

17. Cultural environment is not influenced by:
- a. Language
 - b. Religion
 - c. Education
 - d. Economic system
18. Social responsibility of business can be defined as:
- a. Minimizing profits of a business
 - b. Focusing only on shareholders wealth
 - c. Acting in ways that benefits society as well as the business
 - d. Avoiding interaction with the community
19. Which of the following is a component of cultural environment?
- a. Trade regulation
 - b. Language and communication styles
 - c. Currency exchange rate
 - d. None of these
20. Monetary system of a country is concerned with.....
- a. To facilitate economic growth
 - b. To ensure price stability
 - c. To promote international trade
 - d. All of these

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(Descriptive)

Time : 2 Hr, 30 Mins.

Marks : 50

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

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| 1. Discuss the concept and nature of business environment. | 3+7=10 |
| 2. "External environment is beyond the control of a businessman"-
Explain this statement by providing suitable examples. | 10 |
| 3. What is environment scanning? Discuss the mechanism of
environmental scanning using PESTLE analysis. | 4+6=10 |
| 4. Discuss the components of natural environment reflecting their
capacity to influence business. | 10 |
| 5. What is demographic environment? Narrate the potential of
demographic environment in influencing business. | 3+7=10 |
| 6. What is cultural environment? Mention the components of cultural
environment. | 3+7=10 |
| 7. Discuss any two key components of legal environment with their
potential to influence business. | 10 |
| 8. Write short notes on:
a) North Eastern Council
b) Fiscal Policy | 5×2=10 |

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