

**M.Com**  
**SECOND SEMESTER**  
**BUSINESS ENVIRONMENT**  
**MCM- 201**

Duration: 3 Hrs.

Marks: 70

{ PART : A (OBJECTIVE) = 20 }  
{ PART : B (DESCRIPTIVE) = 50 }

[ PART-B : Descriptive ]

Duration: 2 Hrs. 40 Mins.

Marks: 50

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

1. "Business environment involves many types of interactions and contradictions". Discuss the statement in Indian context. 10
2. How was IMF evolved? What are the objectives of the IMF? What has been the role of IMF in India? Explain in detail. 2+3+5=10
3. What do you mean by socio-cultural environment? Discuss the need to study socio-cultural environment of India. Highlight the critical elements of socio-cultural environment of India. 2+3+5=10
4. What is the importance of public sector units in India? Discuss the role of public sector units in the economic development of India. 2+8=10
5. What do you understand by social audit? Discuss the necessity to conduct social audit by business organizations in the present business scenario. 2+8=10
6. Why is it necessary to protect Intellectual Property Rights (IPRs)? Discuss the procedure for registration of patents and trademarks. 2+8=10
7. Discuss the role of Telecom Regulatory Authority of India (TRAI). What measures have been taken by TRAI for regulation of telecom sector? 5+5=10
8. Write short notes on: 5+5=10  
(a) Techniques of environmental scanning  
(b) Importance of corporate governance

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[ PART-A : Objective ]

Choose the correct answer from the following:

1X20=20

1. Which of the following is not the main objective of Fiscal Policy of India?

- a. To increase liquidity in economy  
b. To promote price stability  
c. To minimize the inequality in income and wealth  
d. To promote employment opportunities

2. Liberalization means:

- a. Reducing number of reserved industries from 17 to 8  
b. Liberating the industry, trade and economy from unwanted restriction  
c. Opening up economy to the world by attaining international competitiveness  
d. Free determination of interest rate

3. Economic environment consist of:

- a. Economic conditions  
b. Economic policies  
c. Industrial policies  
d. All of the above

4. \_\_\_\_\_ are a feature of the micro environment of an organization.

- a. Legal factors  
b. Economic factors  
c. Social factors  
d. Customers

5. Characteristics such as age, gender, income are examples of:

- a. Household patterns  
b. Demographics  
c. Income distribution  
d. Social-cultural environment

6. Globalization is an example of which macro environmental factor?

- a. Economic  
b. Social  
c. Technological  
d. Political

7. Which of the following is not an environmental force, which must be monitored by marketers?

- a. Demographic  
b. Political-legal  
c. Natural  
d. Mega trends

8. In the PEST framework for environmental analysis, what does the letter E stand for?

- a. Ethical  
b. Ecological  
c. Economic  
d. Educational

9. A significant reduction in aggregate economic activity is known as a:

- a. Budget deficit  
b. Business cycle  
c. Recession  
d. Trough

10. In which year the new liberalized industrial policy announced in India?

- a. 1989  
b. 1990  
c. 1991  
d. 1992

11. Who is known as the father of White Revolution?

- a. V Kurein  
b. M S Swaminathan  
c. Baba Amte  
d. J P Narayan

12. FEMA signifies:

- a. Free Export Management Act  
b. Foreign Exchange Management Act  
c. Foreign Exchange Monitoring Act  
d. Free Export Marketing Act

13. Special Economic Zones (SEZs) policy in India is motivated by the experience of:

- a. Japan  
b. China  
c. USA  
d. Germany

14. \_\_\_\_\_ is a permanent inter-government body governing and regulating international trade in goods and services:

- a. GATT  
b. EXIM  
c. WTO  
d. IMF

15. Goods and Services Tax (GST) would be implemented from:

- a. 1<sup>st</sup> July, 2017
- b. 1<sup>st</sup> August, 2017
- c. 15<sup>th</sup> July, 2017
- d. 15<sup>th</sup> August, 2017

16. MRTP Act, 1969 was abolished in:

- a. 1991
- b. 2002
- c. 2006
- d. 2008

17. Intellectual Property Rights (IPRs) are pertaining to:

- a. Medicines already patented
- b. Matters published on or before 1990
- c. Imports of goods and services
- d. None of the above

18. National Stock Exchange of India certified by:

- a. Finance Ministry
- b. SEBI
- c. Companies Act
- d. RBI

19. Kyoto Protocol is relating to:

- a. Competition
- b. Consumer protection
- c. Environment protection
- d. Atomic energy generation

20. Foreign Exchange and Foreign Currencies in India are governed by:

- a. SCRA Act
- b. Banking Regulation Act
- c. FEMA Act
- d. SEBI Act

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# UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA



## Question Paper CUM Answer Sheet

### [PART (A) : OBJECTIVE]

Serial no. of the main Answer sheet

Course : .....

Semester : ..... Roll No : .....

Enrollment No : ..... Course code : .....

Course Title : .....

Session : ..... 2016-17 ..... Date : .....

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#### Instructions / Guidelines

- > The paper contains twenty (20) / ten (10) questions.
- > The student shall write the answer in the box where it is provided.
- > The student shall not overwrite / erase any answer and no mark shall be given for such act.
- > Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature