

BACHELOR OF COMMERCE
FIRST SEMESTER
BUSINESS ENVIRONMENT
BCM – 103

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

(Objective)

Time: 30 mins.

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- Which of the following does not falls under micro environment?
 - Economic factor
 - Customers
 - Competitors
 - Suppliers
- What is the purpose of trade liberalization in Industrial policy?
 - To restrict international trade
 - To promote protectionism
 - To open markets and reduce trade barriers
 - To support domestic industries through subsidies
- What is the term for a legal document that gives an individual or organization the exclusive right to make, use and sell an invention for a specified period?
 - Patent
 - Copyright
 - Trademark
 - Trade secret
- What is the primary purpose of conducting a PESTEL analysis in business?
 - To access the company's financial performance
 - To evaluate the environmental impact of the business
 - To identify external factors that may affect the business
 - To measure employee satisfaction level
- The term 'demographic' refer to _____
 - The study of natural resources
 - The study of economic indicators
 - The study of social and economic characteristic of a population
 - The study of market demand and supply
- _____ is an example of an economic factor that can affect business profitability
 - Pandemic
 - Flood
 - Tax regulation
 - Population density
- Key objective of industrial policy include _____
 - Minimizing short term profit
 - Promoting economic growth and development
 - Reducing competition
 - Ensuring government control
- _____ involves business taking responsibility for the impact of their operation in the environment
 - Environmental negligence
 - Environmental responsibility
 - Corporate social responsibility
 - All the above

9. When the supply for money increases and the demand for money reduces, there will be _____
- A fall in the level of prices
 - A decrease in the rate of interest
 - An increase in the rate of interest
 - A fall in the level of demand
10. _____ is the most powerful component of political environment
- Legislation
 - Government
 - Judiciary
 - All of them
11. Which among the following ensures that an individual have the right to be heard in the court and to have a fair and impartial trial?
- Due process
 - Habeas corpus
 - Ex post facto
 - Star decisis
12. Key element of corporate governance include:
- Maximizing shareholder profit at any cost
 - Transparency, accountability and ethical behaviour
 - Ignoring the interests of shareholders
 - Avoiding compliance with legal regulation
13. Which international organization promotes free trade by reducing trade barriers and tariffs among member countries?
- United Nations
 - International Monetary Fund
 - World Trade Organization
 - World Bank
14. _____ can be regarded as a curse of technological advancement.
- Increased productivity
 - Reduced cost
 - Improved quality of life
 - Increased unemployment
15. Which among the following is not a factor of socio-cultural environment?
- Demographics
 - Political ideology
 - Technological advancement
 - Social norms and values
16. Liberalization means
- Free determination of interest rates
 - Liberating the industry, trade and economy from unwanted restrictions
 - Opening up of economy to the world by attaining international competitiveness
 - Reducing number of reserved industries from 17 to 8
17. When a company taken over another one and clearly becomes the new owner, the action is called
- Acquisition
 - Merger
 - Strategic Alliance
 - None of the above
18. Which among the following is not opened for private sector participation?
- Railways
 - Telecommunication
 - Education
 - Power

19. Globalisation is the term used to describe process of removal of restriction on
- a. Investment
 - b. Foreign Trade
 - c. Both (A) and (B)
 - d. None of the above
20. Laissez Faire policy is adopted in
- a. Socialist Economic system
 - b. Capitalist Economic system
 - c. Communist Economic System
 - d. Mixed Economic System

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. What in Business Environment? Discuss briefly the components of Business Environment 2+8=10
2. Explain your understanding on environmental analysis with the steps included in environmental analysis 2+8=10
3. Elaborately discuss the monetary policy of the country. 10
4. What in cultural environment of a business? Discuss briefly how the components of cultural environment influence a business. 2+8=10
5. Narrate the issues in connection to social environment in the country and how do they effect the functioning of a business. 10
6. Narrate the issues in connection to political environment. 10
7. Write short notes on (*any two*): 5×2=10
 - a) SWOT Analysis
 - b) Repo rate
 - c) CRR
8. Write short notes on (*any two*): 5×2=10
 - a) NEDFi
 - b) DoNER
 - c) SEZs
 - d) Potential industries in NER

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