

**M.Com. DEGREE (C.S.S.) EXAMINATION, JANUARY 2016****Third Semester****Faculty of Commerce****BE 03 C15—BUSINESS ENVIRONMENT****(2012 Admission onwards)**

Time : Three Hours

Maximum Weight : 30

**Section A***Answer any five questions.**Each answer not to exceed one page.**Each question carries a weight of 1.*

1. What is macro environment ?
2. Explain internal environment.
3. Explain business policy.
4. Explain the meaning of social responsibility of business.
5. What are the factors affecting socio-cultural environment ?
6. Explain the factors influencing natural environment.
7. What are the critical elements of political environment ?
8. Mention the objectives of monetary policy.

**(5 × 1 = 5)****Section B***Answer any five questions.**Each answer should not exceed two pages.**Each question carries a weight of 2.*

9. Give an Account of the nature of business environment.
10. What are the elements in Internal Environment.
11. Explain the importance of Social Responsibilities of business.
12. Explain about the internal environment of business.
13. What is Environment ? What is the importance of Business Environment ?
14. Explain the scope and objectives of monetary policy.

**Turn over**

15. Distinguish between Micro and Macro environment.
16. Explain Ackerman's model of Social Responsibility.

(5 × 2 = 10)

### Section C

*Answer any three questions.  
The answer should not exceed five pages.  
Each question carries a weight of 5.*

17. Explain the responsibilities of Government towards Business.
18. Discuss the various dimensions of Social Responsibility of Business.
19. What is Economic System of Market Economy ?
20. What is Mixed Economy ? Is Indian economy is a mixed economy ?
21. Briefly explain various arguments for and against privatization.
22. Give an account of the social objectives of the business.

(3 × 5 = 15)