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(Pages : 2)

Reg. No. 2

Name.....

M.Com. DEGREE (CSS) EXAMINATION, JANUARY 2014

Third Semester

Faculty of Commerce

BE 03C 15—BUSINESS ENVIRONMENT

Time : Three Hours

Maximum Weight : 30

Section A

Answer any five questions.

Each answer not to exceed 1 page.

Each question carries a weight of 1.

1. Define Business Environment.
2. State the role of business manager in analyst of environment.
3. Define sustainable development.
4. Define economic environment of business.
5. What is market economy ?
6. Define political environment.
7. What is environmental accounting ?
8. What is a project ?

(5 × 1 = 5)

Section B

Answer any five questions.

Each answer should not exceed 2 pages.

Each question carries a weight of 2.

9. Explain the characteristics of business.
10. Define capitalism. State its merits and demerits.
11. Describe the micro environment of business.
12. State the arguments for and against CSR.
13. Discuss the environmental management.
14. Describe the components of environmental cost.
15. State the reasons for government intervention in business.
16. Discuss the social structure of Indian Society.

(5 × 2 = 10)

Turn over

Section C

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

17. Explain the responsibilities of business towards different segments of Society.
18. Define culture. How does culture influence business ?
19. Describe assessing the components of Environmental costs.
20. Define privatisation. Discuss its objectives. State the argument against privatisation.
21. Discuss the benefits and limitations of MNC.
22. Describe various kinds of Legal system.

(3 × 5 = 15)