

[19]

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SARDAR PATEL UNIVERSITY
M. COM. (CBCS) (SEMESTER-I)
MONDAY, 27TH APRIL, 2015.
10.30 A.M. TO 1.30 P.M.

COURSE TITLE: BUSINESS ENVIRONMENT

COURSE CODE: PB01CCOM02

MAXIMUM MARKS: 70

NOTES:

1. ALL QUESTIONS CARRY EQUAL MARKS.
2. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTION.
3. ANSWERS TO THE TWO SECTIONS ARE TO BE WRITTEN NUMBER WISE IN THE ANSWER BOOK.
4. ANSWERS SHOULD BE PRECISE AND TO THE POINT ONLY.

SECTION-I

QUE: 1 Discuss Business and Business Environment. Explain the Influence of various Internal Factors on the Decisions taken by the Business. (18)

OR

QUE: 1 Define Business Environment? Discuss In length how an Organization has to tackle Various Micro Factors on the Decisions taken for Business? (18)

QUE: 2 Define the Monetary Policy of RBI? Explain in length different Instruments of the Monetary Policy of RBI for controlling the Credit and Supply of Money in the Economy. (17)

OR

QUE: 2 Explain the Fiscal Policy of the Government. (17)

SECTION-II

QUE: 3 Define Liberalization. Discuss the Implications of Liberalization on Indian Economy. (18)

OR

QUE: 3 What is Privatization? Narrate the history of privatization and various routes for converting Government undertakings in Private Undertakings. (18)

QUE: 4 Define the Term Social Responsibility of Business. Discuss the Important Social Responsibility of Business towards Different Classes of the Society? (17)

OR

QUE: 4 Explain the Term Consumerism. Discuss the UN Guidelines for Consumer Protection. (17)

X