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SARDAR PATEL UNIVERSITY  
M.COM. (CBCS) (FIRST SEMESTER) (Hc)  
TUESDAY, 19<sup>TH</sup> APRIL, 2016.  
02.30 P.M. to 5.30 P.M.

COURSE TITLE: BUSINESS ENVIRONMENT

COURSE CODE: PB01CCOM02

MAXIMUM MARKS: 70

1. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTIONS.
2. EACH SECTION CARRY EQUAL MARKS.

#### SECTION-I

QUE: 1 What is Business Environment? Discuss various Macro Factors affecting the Business Decisions. (18)

OR

QUE: 1 Define Business and Business Environment. What are the Characteristics of Business and the Micro Factors affecting the Business Decisions? (18)

QUE: 2 What is Monetary Policy of RBI? What are the Objectives of Monetary Policy of RBI? Discuss different Credit Control Instruments of Monetary Policy of RBI. (17)

OR

QUE: 2 Write a Note on the Exim Policy. (17)

#### SECTION-II

QUE: 3 Discuss Privatization. What are the different Objectives and Methods of Converting the Government Undertakings into Private Undertakings? (18)

OR

QUE: 3 What is Globalization of Business? Which Important Strategies are used by the firms for the Globalization of their Business? (18)

QUE: 4 What is Social Responsibility of Business? Write a Note on Social Responsibility of Business towards the different Sections of the Society? (17)

OR

QUE: 4 Discuss the Consumerism and Consumer Protection Act, 1986. (17)