

SARDAR PATEL UNIVERSITY
M. COM. (CBCS) (FIRST SEMESTER)
THURSDAY, 28TH NOVEMBER, 2013.
10.30 A.M. TO 1.30 P.M.

COURSE TITLE: BUSINESS ENVIRONMENT
COURSE CODE: PB01CCOM02

MAXIMUM MARKS: 70

1. Figures to the right indicate marks of the questions.
2. Each sections carry equal marks.
3. Answers to the two sections must be written in separate answer sheet.

SECTION-I

QUE: 1 What is Business Environment? State the significance of the study of Business environment and discuss in length how various Internal Environments are affecting the important decisions of the Business? (18)

OR

QUE: 1 Discuss in detail how the micro elements are affecting the business decisions? How the company can tackle with these micro elements? (18)

QUE: 2 "The 1991 Industrial Policy is recognized for the reforms that it has taken and has brought an economic and industrial revolution in the country", discuss this statement keeping in mind various reforms measures that were implemented in the policy by the Government of India. (17)

OR

QUE: 2 Define Monetary Policy. What are the objectives of the Monetary Policy? How the RBI is making use of various general and selective credit control instruments to regulate the total money supply and credit in our economy? (17)

SECTION-II

QUE: 3 What is Liberalization? How and under what circumstances the Indian economy went for Liberalization? What are the major Implications of liberalization on the Indian economy? (18)

OR

QUE: 3 What is privatization of Business? What is the History and the main objectives of Privatization? Explain the measures of converting the Public Sector enterprises into Private Sector Enterprises. (18)

QUE: 4 Define Social Responsibility of Business. Discuss the important elements that force company for social orientations? What are the important Social Responsibility of Business towards various sections of the society in length. (17)

OR

QUE: 4 Define Consumerism. Discuss the Consumer Protection Act, 1986. Explain how this act proved helpful in consumer protection? (17)