

D 93082

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Name.....

Reg. No.....

FIRST SEMESTER M.Com. DEGREE EXAMINATION, DECEMBER 2015

(CUCSS)

MC 1C 01— BUSINESS ENVIRONMENT

(2010 – 2014 Admissions)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer all questions.

Each question carries 1 weightage.

1. What constitutes macro environment of business ?
2. What is liberalisation in Business ?
3. Enumerate any *two* functions of SEBI.
4. What is consumerism?
5. What is technology transfer ?
6. What is FEMA?

(6 x 1 = 6 weightage)

Part B

Answer any six questions

Each question carries 3 weightage.

7. Trace the development of industrial policy in our country.
8. What are the issues in allowing FDI in India?
9. Discuss the role of liberalisation and the structural adjustment programmes.
10. Write in detail on the role of MSME on Indian economy.
11. Explain the Corporate Social Responsibility of Business with examples.
12. Write a note on societal implications of technology impact.
13. Write a note on parallel economy and its consequences.
14. What is the organisational structure and functions of WTO?

(6 x 3 = 18 weightage)

Turn over

Part C

*Answer any **two** questions*

*Each question carries **4** weightage.*

15. What is SWOT analysis? Develop a SWOT for a company from Kerala.
16. Explain the salient features of the recent export import policy.
17. Discuss the impact of exchange rate fluctuations on the Indian economy.

(2 x 6 = 12 weightage)