

(4)

- (c) MNC's as source of technology,
- (d) Salient features of the current Foreign Trade Policy (FTP)- 2015-20.
- (e) Salient features of Indian culture and values.

**A**

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Roll No. \_\_\_\_\_

**CH-2/2826**

**B.Com. (Hons.) ( Second Semester)**

**Examination, 2015**

**COMMERCE**

**(Business Environment)**

**(BCH-206)**

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

**Note :** Attempt **five** questions in all. Question **No.1** is **compulsory** which carries 30 marks. Attempt **one** question from each Unit which are of 10 marks each.

1. Explain the following in brief:  $3 \times 10 = 30$ 
  - (a) Objectives of Monetary policy.
  - (b) Consumerism.
  - (c) Social responsibility of business.
  - (d) Objectives of economic planning.

(2)

- (e) LPG (Liberalization, Privatization and Globalization).
- (f) Article 246.
- (g) Economic reforms.
- (h) Salient features of Industrial Policy Resolution (IPR)- 1948.
- (i) Functions of WTO.
- (j) Economic roles of the Government.

**Unit-I**

- 2. What do you mean by the term business environment? Describe in brief the various environmental factors affecting business. 10
- 3. What is environmental scanning? Discuss the process and the various techniques of environmental scanning. 10

**Unit-II**

- 4. Describe the various objectives and the role of SEBI in regulating the capital market and safeguarding the interest of people. 10
- 5. State the Directive Principles of State Policy which have the impact on the functioning of business. 10

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(3)

**Unit-III**

- 6. What is a Industrial Policy? Discuss the salient features of the Industrial Policy 1991. Why is it called a historic policy? Explain. 10
- 7. Explain the concept of mixed economy. Critically examine the changing role of public sector and the private sector in today's environment. 10

**Unit-IV**

- 8. What is meant by the term socio- cultural environment? Discuss the nature of interaction between socio-cultural elements and business by taking suitable examples. 10
- 9. Write short notes on any **four** of the following:  $2\frac{1}{2} \times 4 = 10$ 
  - (a) Nature of culture
  - (b) Research and Development (R & D) policy in India.

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P.T.O.