



Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – June 2021

Class : III UG
Major : B.Com. / B.Com (PA)

Time : 3 Hours
Max. Marks: 100

18BCOC28/18BCPC28 Business Environment

PART A

10 x 1 = 10

Choose the Correct Answer

- Environment is synonyms with _____.
a. Task b. Relation c. People d. Situational variables
- How many goals do the environment analyses has?
a. 2 b. 3 c. 4 d. 5
- The trend seen in the economic systems of the countries is that _____.
a. Command economies are moving towards mixed economies
b. Mixed economies are moving towards command economies
c. Mixed economies are moving towards market economies
d. Market economies are moving towards command economies
- Economic environment refers to all forces which have a _____.
a. Political b. Natural c. Economic d. Social
- Government's policy towards industries is called as _____.
a. Economic policy
b. Industrial policy
c. Monetary policy
d. Work policy
- _____ is the primary motive for a business enterprise.
a. Profit b. Maximize customers
c. Human objective d. Maximize suppliers
- Micro factors of external business environment does not include
a. Competitors b. Customers c. Government Policies d. None of these
- The goods and the services produced, priced and distributed by the government is _____.
a. Market economy
b. Secular economy
c. Command economy
d. Mixed economy
- PEST is an acronym which stands for _____.
a. Political, Environment, Societal, Technology
b. Political, Economic, Societal, Technological.
c. Political, Economic, Social, Technological.
d. People, Economy, Standards, Transport.
- _____ refers to all forces which have an economic impact.
a. Technological Environment b. Political Environment
c. Economic Environment d. Legal environment

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

11. a. Explain the significance of business environment
(or)
11. b. State the role of environmental monitoring
12. a. List out the elements of economic environment
(or)
12. b. Discuss the features of FEMA
13. a. Narrate the objectives of industrial policy
(or)
13. b. How is industrial policy important to a nation?
- 14.a. Examine the significance of political environment to business
(or)
14.b. Explain the role of government in the economy
- 15.a. List out the methods of technology transfer
(or)
15.b. Analyse the concept of new technology policy

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a. Examine the elements of business environment
(or)
16. b. Explain the need and importance of environmental scanning
17. a. Discuss the argument for and against in privatisation.
(or)
17. b. Explain the advantages and disadvantages of licensing policy
18. a. Discuss the objectives and importance of disinvestment policy in India
(or)
18. b. Critically evaluate the role of industrial development and regulation act
19. a. Discuss how political factors affect business environment
(or)
19. b. Give the objectives of the competition act. What are its main provisions?
20. a. Explain the factors influencing the choice of technology.
(or)
20. b. Discuss the importance of technological environment on business.
