

Seat No. : \_\_\_\_\_

**AA-104**

April-2019

M.Com., Sem.-II

**CC-8 : Business Environment**

Time : 2:30 Hours]

[Max. Marks : 70

**Instruction :** All questions are compulsory.

1. (A) Explain the various types of forecasts undertaken to formulate plans and strategies. 14

**OR**

- (i) Discuss the characteristics of a business. 7
- (ii) Explain in detail the classification of a business on the basis of nature of activity undertaken by an industry. 7
- (B) Choose the correct option. (any **four**) 4
- (i) The bargaining power of buyers include \_\_\_\_\_.
- (a) Forcing down prices                      (b) Demanding higher quality
- (c) Demanding more services              (d) All of the above
- (ii) Primary activities of value chain does not include \_\_\_\_\_.
- (a) inbound logistics                      (b) operations
- (c) human resource management (d) marketing and sales
- (iii) Improper implementation of strategy may be due to \_\_\_\_\_.
- (a) adequate resources                      (b) wrong assignment of tasks
- (c) inefficient employees                      (d) wrong implementation
- (iv) Which of the below is not considered to be part of basic industry ?
- (a) Cement                                      (b) Mining
- (c) Electric Cable                              (d) Iron and steel
- (v) \_\_\_\_\_ are short-term milestones that the organizations must achieve.
- (a) Vision                                      (b) Goals
- (c) Objectives                                      (d) Mission

2. (A) Discuss the important factors of Economic Environment. 14

**OR**

(i) Explain the economic role of Government. 7

(ii) What is Social Audit ? Explain the various methods of Social Audit. 7

(B) Choose the correct option (Any **four**): 4

(i) \_\_\_\_\_ is the process of analyzing the environment for identification of various factors which have implications for business.

(a) Monitoring (b) Forecasting

(c) Scanning (d) Assessment

(ii) \_\_\_\_\_ is a technique to forecast occurrence of complex environmental events.

(a) Scenario Analysis (b) Trend Extrapolation

(c) Premising Analysis (d) Econometric Analysis

(iii) \_\_\_\_\_ is Government's strategy with respect to public expenditure and revenue.

(a) Monetary Policy (b) Fiscal Policy

(c) Foreign Exchange Policy (d) Industrial Policy

(iv) \_\_\_\_\_ are products which are mere limitations of competitor's products and may not succeed in market.

(a) Technological dog products

(b) Better mousetrap no one wanted

(c) The me-too products meeting a competitive brick wall

(d) Competitive one-upmanship

(v) \_\_\_\_\_ is that level of technological transfer wherein imported technologies are adopted and improved.

(a) Adaptive Level (b) Innovative Level

(c) Duplicative Level (d) Operational Level

3. (A) Explain in detail various types of Companies. 14

**OR**

(i) Discuss the limitations and problems of trade unionism in India. 7

(ii) What are quality circles ? Explain the structure of organization of quality circles. 7

(B) Choose the correct option (any **three**) : **3**

- (i) \_\_\_\_\_ is a fundamental document of a company.
- (a) Articles of Association      (b) Memorandum of Association  
(c) Annual Report              (d) Prospectus of Company
- (ii) \_\_\_\_\_ is not a cause of industrial dispute due to conflict of interest.
- (a) Demand of High Wages      (b) Property rights of Workers  
(c) Human Rights of Workers    (d) Security aspirations of Workers
- (iii) Which of the following is a function of trade union ?
- (a) Secure fair wages for workers  
(b) Improve opportunities for promotion  
(c) Improve working condition  
(d) All of the above
- (iv) Settlement of Disputes through Voluntary arbitration is advantageous because \_\_\_\_\_.
- (a) it is less time consuming  
(b) it is less expensive  
(c) it promotes collective bargaining  
(d) All of the above

4. (A) Explain how Cultural Environment affects the business environment of an international business. **14**

**OR**

- (i) Write a note on European Union. **7**
- (ii) Write a note on UNCTAD. **7**

(B) Choose the correct option : (any **three**) **3**

- (i) The basis of \_\_\_\_\_ is tradition, past practices and legal precedent set by courts through implementation of statutes, legal legislation and past rulings.
- (a) Code Law                      (b) Common Law  
(c) Theocratic Law              (d) Autocratic Law

- (ii) Which of the following statements signifies Population Explosion ?
- (a) High Birth rate and Low Death rate
  - (b) High Birth rate and High Death rate
  - (c) Low Birth rate and Low Death rate
  - (d) Low Birth rate and High Death rate
- (iii) \_\_\_\_\_ is a feeling of confusion, insecurity and anxiety caused by strangeness of new environment.
- (a) Cultural Conformity
  - (b) Cultural Adoption
  - (c) Cultural Shock
  - (d) Cultural Lag
- (iv) The full form of NAFTA is
- (a) North American Free Trade Agreement
  - (b) North Atlantic Free Trade Agreement
  - (c) North African Free Trade Agreement
  - (d) North Asian Free Trade Agreement
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