



I Year M.Com. Degree Examination, October 2012
(2007-08 Scheme)
(Correspondence)
COMMERCE

Paper – 1.1 : Business Environment for Strategic Management

Time : 3 Hours

Max. Marks : 100

Instruction : Answer *all* the Sections.

SECTION – A

1. Answer **any eight** of the following. **Each** question carries **two** marks. — **(8×2=16)**
- What are business objectives ?
 - Define Business environment.
 - Why do companies go international ?
 - State any two challenges of Globalisation.
 - What are the two implications of Globalisation to our businessmen ?
 - State two points for continued state intervention in business.
 - What is economic environment ?
 - What are the two objectives of licensing ?
 - Define industrial sickness.
 - List the factors that you consider under political environment.
 - Define Corporate Governance.

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. **(3×8=24)**

- "Firms which systematically analyse and diagnose the environment are more effective than those which don't". Elucidate.
- Bring out the impact of Globalisation on culture.

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4. Why are new Models needed for multinational corporations ? Explain.
5. Point out the favourable and unfavourable factors about India as a market for foreign investment.
6. "Between Democracy and totalitarianism, democracy is preferable for business growth". Discuss.

SECTION – C

Answer **any four** of the following. **Each** question carries **fifteen** marks. **(4×15=60)**

7. What should be the role of state vis-a-vis business in the years to come ?
 8. Describe the economic environment as it prevails today in our country.
 9. Give the objectives of the Competition Act. What are its main provisions ?
 10. Discuss briefly your arguments against social responsibility.
 11. State and explain the sources of business ethics.
 12. Bring out the role of (a) Board of Directors and (b) Capital Market in bringing out honest business practices.
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