

**BACHELOR OF COMPUTER APPLICATION  
FIFTH SEMESTER  
BUSINESS ENVIRONMENT  
BCM-501**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks: 70

**( PART-A: Objective )**

Time: 20 min.

Marks : 20

**Choose the correct answer from the following:**

**1 × 20 = 20**

1. In India, Liberalisation & Privatisation began from
  - a. 1991
  - b. 1971
  - c. 1981
  - d. 1947
2. The industrial policy resolution was first was first passed in \_\_\_\_
  - a. 1946
  - b. 1955
  - c. 1956
  - d. 1966
3. Globalization is the term used to describe process of removal of restriction on
  - a. investment
  - b. Foreign trade
  - c. Both a & b
  - d. None of the above
4. A joint venture is always a type of
  - a. Strategic alliance
  - b. A distribution agreement
  - c. A marketing agreement
  - d. none of the above
5. Globalisation means
  - a. Adopting a global outlook
  - b. Earning profit from exports
  - c. Setting branches in other countries
  - d. None of the above
6. MNC's can operate in \_\_\_\_ country/countries
  - a. one
  - b. More than one
  - c. Only in own country
  - d. None of the above
7. The headquarters of MNC's are located in \_\_\_\_ country
  - a. home
  - b. host
  - c. Both a & b
  - d. None of the above
8. Political environment consist of role of \_\_\_\_
  - a. legislature
  - b. executive
  - c. judiciary
  - d. All of the above
9. Consumer Guidance Society of India is located at \_\_\_\_
  - a. Mumbai
  - b. Kolkata
  - c. Delhi
  - d. None of the above
10. The Bretton Wood twins consist of IMF and \_\_\_\_
  - a. World Bank
  - b. IDBI
  - c. ICICI
  - d. None of the above

11. Business ethics deals primarily with  
 a. Social responsibility  
 c. Moral obligation  
 b. The pricing of the products and services  
 d. None of the above
12. Competitors, customers and public are the part of \_\_\_\_\_  
 a. Macro  
 c. business  
 b. Micro  
 d. None of the above
13. The unfair trade practices are included in  
 a. FERA  
 c. MRTP Act  
 b. FEMA  
 d. None of the above
14. Consumer Protection Act came into force \_\_\_\_\_  
 a. 1985  
 c. 1999  
 b. 1986  
 d. None of the above
15. The world economy has been emerging as a \_\_\_\_\_  
 a. Global  
 c. Both a & b  
 b. Traditional  
 d. None of the above
16. Which Schedule of the Companies Act 2013, mentioned the different activities relating to CSR.  
 a. Schedule VI,  
 c. Schedule III  
 b. Schedule VII  
 d. Schedule IV
17. Which among the following is not opened for private sector participation ?  
 a. Power sector  
 c. Railways  
 b. Telecommunication sector  
 d. None of the above
18. National Voluntary guidelines on social, environmental and economic responsibility of business issued by Ministry of Corporate Affairs in the year  
 a. 2009  
 c. 2011  
 b. 2010  
 d. 2012
19. The country that attracts largest FDI inflow is  
 a. India  
 c. China  
 b. USA  
 d. None of the above.
20. FEMA signifies  
 a. Foreign Exchange monitoring act.  
 c. Free Export marketing Act  
 b. Foreign Exchange management act  
 d. None of the above

( **PART-B : Descriptive** )

Time : 2 hrs. 30 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest ]

1. What are the external factors affecting business environment? 10
2. What is social audit? State the objective and obstacles of social audit. 2+8=10
3. What is environmental analysis and what are the approaches of environmental analysis? 3+7=10
4. What do you mean by Corporate Social Responsibility (CSR)? Discuss the different regulatory provisions of Government regarding CSR of corporate houses in India. 3+7=10
5. Write short notes on - a) WTO b) TRIMS 5+5=10
6. Explain briefly about Exporting and Joint Ventures. 5+5=10
7. What is a MNC and explain the advantages as well as disadvantages of MNC. 3+7=10
8. Explain the features and need of SWOT Analysis. 5+5=10

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