

**MASTER OF COMMERCE
FIRST SEMESTER [REPEAT]
BUSINESS ENVIRONMENT
MCM – 102**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1×20=20

- Which of the following is less likely to be a characteristic of internal and external business environment?
 - customer preferences keep evolving
 - new competitors enter the market
 - new marketing channels
 - always same policies by government
- _____ refers to small modifications in existing technology that doesn't alter the main functionality but marginally improves performance, features, quality or other parameters.
 - Incremental Innovation
 - Radical Innovation
 - Next Generation Innovation
 - Sustainable Innovation
- Protection of unique feature (can include name, slogans, logo, shape, colour etc.) that makes a brand distinct from other comes under
 - Patent
 - Copyright
 - Trademark
 - Industrial license
- The CPSEs which have made profit in the last three years continuously, pre-tax profit is Rs.30 crores or more in at least one of the three years and have a positive net worth are eligible to be considered for grant of _____ status.
 - Miniratna-II
 - Maharatna
 - Miniratna-I
 - Navratna
- Under which political system, the capital is privately owned and distributed?
 - Capitalist economy
 - Socialist economy
 - Mixed economy
 - Indigenous economy
- Which of the following is not one of the three different ways to measure GDP?
 - Transfer pricing method
 - Product Method
 - Expenditure Method
 - Income Method
- _____ is a socio-technical process implying the transmission of cultural skills associated with the movement of machinery, equipment and tools
 - Technology transfer
 - Cultural transfer
 - Institutional transfer
 - Organisational transfer

8. When McDonald entered in Indian market people didn't accept it whole heartedly. Reason behind the skepticism was vast diversity in Indian religion and food habits. Keeping in mind religious sentiments of Indian connected with cow McDonald's introduced their first vegetarian range in India. This is an example of the influence of _____
- | | |
|-------------------------------|------------------------------|
| a. Socio-Cultural Environment | b. Technological environment |
| c. Political environment | d. Economic environment |
9. Protection of original creative expressions like literary works, artistic works, dramatic works etc. is done under _____
- | | |
|--------------|----------------------|
| a. Copyright | b. Patent |
| c. Trademark | d. Banking Ombudsman |
10. A _____ is a technique to understand, measure, verify, report and to improve the social performance of the organization.
- | | |
|------------------------|-----------------------|
| a. Environmental audit | b. Social audit |
| c. Internal audit | d. Departmental audit |
11. The new industrial policy was introduced in India in the year _____
- | | |
|---------|---------|
| a. 1991 | b. 1948 |
| c. 1950 | d. 2001 |
12. Which of the following is not a level of technology transfer?
- | | |
|----------------------|---------------------|
| a. Operational level | b. Adaptive level |
| c. Educational level | d. Innovative Level |
13. A _____ is a statement of allocation of scarce resources to achieve predefined objectives for a specific time period.
- | | |
|------------------|-------------|
| a. budget | b. audit |
| c. journal entry | d. forecast |
14. What are the number of sections under Foreign Exchange Management Act, 1999 (FEMA)?
- | | |
|-------|--------|
| a. 49 | b. 65 |
| c. 95 | d. 105 |
15. _____ is the form of government where the supreme power to govern the state is held by a single person called "King" or "Queen".
- | | |
|--------------|--------------|
| a. Theocracy | b. Monarchy |
| c. Autocracy | d. Democracy |
16. Under _____, the firms in foreign countries purchase the right to use trademarks, patents, brand names, technology etc. of a multinational corporation.
- | | |
|---------------|-------------------|
| a. Branching | b. Franchising |
| c. Subsidiary | d. Joint Ventures |

17. Which of the following type of payment system has a minimum limit of Rs. 2 lakhs for fund transfer?

- a. RTGS
- b. IMPS
- c. NEFT
- d. HTTP

18. Which of the following is **not** an objective of SEZ scheme?

- a. Generation of additional economic activity
- b. Promotion of exports of goods and services
- c. Promotion of investment from domestic and foreign sources
- d. Increasing tax collection in the area

19. _____ means adopting business strategies which not only meet the needs of enterprise and stakeholders, but also protect, enhance, maintain other resources (physical, human, natural resources) that will be needed in future.

- a. Profit maximisation
- b. Corporate Sovereignty
- c. Sustainable development
- d. Combustible development

20. Which of the following northeastern states in India has a "Special Economic Zone"?

- a. Manipur
- b. Mizoram
- c. Assam
- d. Meghalaya

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(PART-B : Descriptive)

Time: 2 hrs. 40 min.

Marks: 50

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

- | | |
|--|--------|
| 1. Illustrate in details the components of business environment with examples. | 10 |
| 2. Highlight the objectives of NITI Aayog. What are the differences between planning commission and NITI Aayog? | 5+5=10 |
| 3. Elaborate the role of MNCs in India. | 10 |
| 4. What are the arguments in favour and against government intervention in business? | 5+5=10 |
| 5. Describe the elements of economic environment. | 10 |
| 6. What is globalization, privatization and liberalization in India? Outline the changes introduced under this policy. | 4+6=10 |
| 7. Define the following briefly:
a) RTGS, NEFT and IMPS modes of payment system
b) Special Economic Zones | 5+5=10 |
| 8. Explain any five advantages and disadvantages of demonetization. | 5+5=10 |

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