

D 33174

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Name.....

Reg. No.....

FIRST SEMESTER M.B.A. DEGREE EXAMINATION, JANUARY 2023

M.B.A. (CUCSS)

BUS 1C 05—ENVIRONMENT AND BUSINESS

Time : Three Hours

Maximum : 36 Weightage

Section A

*Answer **all** the questions.
Each question carries 1 weightage.*

1. Define Business Environment.
2. What is Intellectual Property Rights ?
3. What is FDI ?
4. Distinguish Monetary policy from Fiscal policy.
5. What is CSR report ?
6. What is ISO 14000 ?

(6 × 1 = 6 weightage)

Section B

*Answer any **four** questions.
Each question carries 3 weightage.*

7. Explain the different factors influencing Business Environment.
8. What are the objectives of FEMA ?
9. Describe, in brief, the function of Reserve Bank of India.
10. Explain the necessity of ethics in business in the present context.
11. Why is cost benefit analysis important in present business scenario.
12. What is the concept of sustainable Development ? Explain its importance.

(4 × 3 = 12 weightage)

Turn over

Section C

*Answer any **three** questions.
Each question carries 4 weightage.*

13. Explain the role played by public sector undertakings in industrial development of the country.
14. Explain the role and functions of WTO in promoting world trade.
15. India's industrial outlook changed significantly after 1991. Why and how ?
16. Critically examine the role of FDI in development of Indian economy.
17. Do a SWOT analysis of the Indian Tourism industry ?

(3 × 4 = 12 weightage)

Section D

*Answer the following.
Compulsory question which carries 6 weightage.*

18. Compare and contrast the growth of the Indian economy pre LPG policy and post LPG policy. Explain the influence of various business environmental factors that are responsible for the present state of Indian economy.

(6 weightage)