

Name of the Subject : BUSINESS ENVIRONMENT AND POLICY

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Class : I M.Com

Semester : II

PART – A (5 MARKS)

1. Define business environment .What is the nature of business environment?
2. What is the important or significance of business environment ?
3. Explain the impact of economic environment on business.
4. Give a brief account of the macro environment of business.
5. What are the constituents of business environment?
6. Business environment is dynamic. Discuss.
7. What are the objectives of business environment?
8. What are the factors affecting the business environment?
9. Explain the need for environmental analysis.
10. How do you forecast the environment?
11. What are the advantages of environmental analysis?
12. Explain how economic policies affect business.
13. Briefly explain important economic policies.
14. What were the merits and demerits of liberalization?
15. Explain the advantages and disadvantages of globalization.
16. What is industrial policy?
17. Explain the industrial licensing policy of 1980.
18. Explain the role of government in the economy.
19. Examine the significance of political environment to business.
20. How does political and government environment influence business?
21. What is the role of the government in shaping the business environment?
22. Why is state intervention in economic affairs necessary? Explain.
23. What are the regulatory policies of the government towards business?
24. Analysis the planning role of the government towards business.
25. State the features of the consumer protection Act.
26. What are the objectives of consumer protection act?
27. What are the characteristics of culture?
28. What are the elements of culture?
29. How does religion affect business.
30. What are the impacts of social groups on business?
31. What are the types of social organization?
32. Explain the features of MNC companies?
33. State the advantages of MNC's.
34. What are risks and challenges faced by MNC's

PART B (10 MARKS)

1. Explain the classification of business environment.
2. Discuss the factors or elements that influence business environment.

3. Explain the concept of business environment. Discuss the factors affecting external environment in business.
4. Discuss the various elements or components of macro environment of business.
5. Explain the internal factors influencing business environment.
6. Explain various political and legal environment factors.
7. Explain the importance and advantages of the study of business environment.
8. How is the business environment classified?
9. What is globalization? Explain how it will influence business decisions.
10. Discuss the major policies and their advantages to the economic development.
11. Explain the industrial policy of the government of India.
12. Critically evaluate the role of Industrial development and regulation Act.
13. Discuss how political and government factors affect business environment.
14. Explain the role of government in the promotion of business?
15. Give an over view of the Competition Act.
16. Explain the redressal agencies under the consumer protection Act, 1968.
17. What are the salient features of the consumer protection act?
18. Explain the components of Indian social environment.
19. What is culture? Explain its characteristics with suitable example.
20. How social and cultural factors affect the business environment? explain.
21. Discuss the interaction between socio-cultural elements and its business.
22. How does the foreign culture influence Indian industry?
23. State the advantages of MNC's.
24. What are risks and challenges faced by MNC's