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**3N (BE)**

**[ 19-HRPGKOW-M1S(N) 20M ]**

**PGDSM/MCOM/PGDHRM 1st Semester (New) Exam., 2019 (W)**

# BUSINESS ENVIRONMENT

[ PGCM S1-03 ]

*Full Marks* : 80

*Time* : 3 hours

*The figures in the margin indicate full marks for the questions*

**1.** *(a)* Answer the following questions : 1×8=8

*(i)* Define microenvironment.

*(ii)* Define demographic environment of business.

*(iii)* What is social audit?

*(iv)* Define privatization.

*(v)* What is micromanufacturing enterprise?

*(vi)* Define industrial sickness.

*(vii)* Define patent.

*(viii)* Define fiscal policy.

*(b)* Choose the correct answer of the following : 1×4=4

*(i)* Trade union is a/an

1. association of workers
2. social organization
3. organization of employers
4. combination of industries

*(ii)* Organizational intelligence is enhanced because of

1. social development
2. economic upliftment
3. technological development
4. protection of natural environment

*(iii)* One of the major features of industrial planning is

1. social development
2. infrastructural development
3. development of trade unionism
4. All of the above

*(iv)* GATT refers to

1. Geographic Association of Trade and Tariffs
2. Geographic Association of Trade and Technology
3. General Agreement on Technology Transfer
4. General Agreement on Tariffs and Trade

*(c)* Write True or False of the following : 1×4=4

*(i)* Economic planning helps in optimum utilization of resources.

*(ii)* MNCs are not oligopolistic in nature.

*(iii)* Per capita income is a component of microenvironment of business.

*(iv)* Subculture is a part of sociocultural environment.



( Continued )

**2.** Answer any *five* from the following questions (each in around *50* words) : 2×5=10

*(a)* Define corporate governance.

*(b)* What is meant by political environment of business?

*(c)* State two points of benefits of environmental analysis.

*(d)* Define golden handshake.

*(e)* State the role of NITI Aayog.

*(f)* State two advantages of MNCs for the host country.

**3.** Answer any *four* from the following questions (each in around *150* words) : 3×4=12

*(a)* State the features of liberalized economy.

*(b)* Discuss the role of small enterprises in economic development of India.

*(c)* Discuss the internal causes of industrial sickness.

*(d)* Discuss the emerging trends in natural environment.

*(e)* Discuss the role of public sector in Indian economy.

**4.** Answer any *three* from the following questions (each in around *150* words) : 6×3=18

*(a)* Discuss the importance of patents and trade marks in international business.

*(b)* Discuss the features of capital market.

*(c)* Discuss the causes of growth of MNCs.

*(d)* Write a short note on WTO.

**5.** Answer any *three* from the following questions (each in around *300* words) : 8×3=24

*(a)* How can a business organization discharge its responsibilities to the society? Discuss.

*(b)* Discuss the role of disinvestment policy as a measure of economic stabilization.

*(c)* Discuss the features of Indian money market.

*(d)* Discuss the problems of industrial development in India.

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