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**DHANALAKSHMI SRINIVASAN COLLEGE  
OF ARTS & SCIENCE FOR WOMEN  
(AUTONOMOUS)**

(For Candidates admitted from 2019-2020 onwards)



**UG DEGREE EXAMINATIONS APRIL - 2021**

**B.COM - COMMERCE**

**BUSINESS ENVIRONMENT**

**Time: 3 Hrs**

**Max.Marks: 75**

**PART - A**

**CHOOSE THE CORRECT ANSWER**

**(10X1=10)**

1. Business environment is encompassed as the climate or set of conditions, Economics, social (or) institutional in which business \_\_\_\_\_ are conducted.
  - a) Operations
  - b) Customs
  - c) Rituals
  - d) Meetings
2. Technology reaches people through business by different \_\_\_\_\_.
  - a) Machines
  - b) People
  - c) Culture
  - d) Values
3. \_\_\_\_\_ environment refers to all economic factors which have a bearing on the functioning of a business.
  - a) Technological
  - b) Natural
  - c) Social
  - d) Economics
4. Tax jurisdiction is an example of which environmental factor?
  - a) Legal
  - b) Technologies
  - c) Economic
  - d) Social
5. Macro environment consists of \_\_\_\_\_ environment.
  - a) Public
  - b) Political and Legal
  - c) Suppliers
  - d) Customers
6. A political environment refers to the influence exerted by the \_\_\_\_\_ political institutions?
  - a) 2
  - b) 3
  - c) 4
  - d) 5
7. When a hotel restaurant business is analysing its environment, it would classify a change in public places as a \_\_\_\_\_ factor.
  - a) Economic
  - b) Social
  - c) Political
  - d) Technological
8. Fiscal policy is connected with
  - a) Issue of Currency
  - b) Export and Import
  - c) Public Revenue Expenses
  - d) None of these
9. The \_\_\_\_\_ argument by industrial policy evolution impresses the necessity of regional dispersal of industries.
  - a) Decentralization
  - b) Centralization
  - c) Liberalization
  - d) Globalization

10. New policy has four new components namely liberalization, Privatization \_\_\_\_\_ and stabilization.

- a) Domestication      b) Democracy      c) Globalization      d) Economization

**PART - B**

**ANSWER ALL THE QUESTIONS**

**(5X7=35)**

11. a) Explain the main characteristics of Business environment?

**(OR)**

b) State the different types of tools for environment Analysis?

12. a) What do you mean by national income? Describe the salient features of national Income of India.

**(OR)**

b) State the nature of the economic environment?

13. a) What are the political factors that affect the business environment?

**(OR)**

b) What is the Constitution of India and explain the three parts of the constitution?

14. a) What are the benefits of consumer rights? Explain

**(OR)**

b) What is Ecology? Explain the types of Ecology?

15. a) What is WTO and enumerate the functions of WTO?

**(OR)**

b) State the trading blocs in globalization?

**PART - C**

**ANSWER ANY THREE QUESTIONS**

**(3X10=30)**

16. Discuss the internal and external environment of business?

17. How the macroeconomic factors affect the economic environment? Explain

18. Explain the importance of the political environment in the Business?

19. How does the social environment affect a business?

20. What is GATT? How does the GATT differ from WTO? Explain