

Reg. No. : \_\_\_\_\_

Code No. : 32166 E Sub. Code : EECO 21

B.Com. (CBCS) DEGREE EXAMINATION.

APRIL 2024.

Second Semester

Commerce

Elective – BUSINESS ENVIRONMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term 'business environment' means the sum of
- (a) All individuals (b) Institutions  
(c) External forces (d) All the above

6. Businesses can contribute to social responsibility in the community by \_\_\_\_\_.
- (a) Ignoring local community needs  
(b) Providing employment opportunities  
(c) Avoiding philanthropic activities  
(d) Focusing solely on shareholder interests
7. Urbanization refers to \_\_\_\_\_.
- (a) Expansion of rural areas  
(b) Migration of people from urban to rural areas  
(c) Increase the share of population living in cities  
(d) Decrease in population density
8. GDP measures the total \_\_\_\_\_.
- (a) population  
(b) wealth of a country  
(c) value of goods and services produced in a country  
(d) government expenditure
9. Technology impact the efficiency of business operations by \_\_\_\_\_.
- (a) Decreases efficiency by introducing complexity  
(b) Has no impact on efficiency  
(c) Enhances efficiency by automating processes  
(d) Slows down business operations

2. Economic environment impact businesses by \_\_\_\_\_.
- (a) has no influence on business operations  
(b) affects consumer purchasing power, inflation rates, and overall economic stability  
(c) only affects large corporations  
(d) determines internal business policies
3. \_\_\_\_\_ is the role of political stability in the business environment.
- (a) It hinders economic growth  
(b) It creates a favorable environment for investment and business operations  
(c) It has no impact on business activities  
(d) It encourages political unrest
4. \_\_\_\_\_ is the purpose of a constitution in a country.
- (a) To create laws  
(b) To establish a monarchy  
(c) To define and organize government powers  
(d) To appoint political leaders
5. The significance of the social-cultural environment for businesses is \_\_\_\_\_.
- (a) only affects non-profit organizations  
(b) influences consumer preferences, values, and lifestyle trends  
(c) has no impact on marketing strategies  
(d) determines the financial health of a business

10. The main purpose of technology is to \_\_\_\_\_.
- (a) deplete natural resources  
(b) minimize the environmental impact of human activities  
(c) accelerate climate change  
(d) increase pollution levels
- PART B — (5 × 5 = 25 marks)
- Answer ALL questions choosing either (a) or (b).  
Each answer should not exceed 250 words.
11. (a) Explain the importance of legal environment.
- Or
- (b) Discuss the impact of environment on business and strategic decisions.
12. (a) Write short notes on political environment.
- Or
- (b) Describe the basic characteristics of Indian Constitution.
13. (a) Elaborate the concept and nature of culture.
- Or
- (b) How does foreign culture influence international business operations?

14. (a) Describe the significance of economic environment.

Or

(b) Why is per capita income an important factor for businesses to consider?

15. (a) Bring out the various features of technology.

Or

(b) What are the various determinants of technological environment.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the various factors that affect business environment.

Or

(b) How do changes in political leadership impact the business environment?

17. (a) Describe the economic role of the Government.

Or

(b) Elucidate how political environment influences the business.

Page 5 Code No. : 32166 E

18. (a) Discuss how social and cultural environment affect business.

Or

(b) State how can businesses promote linguistic inclusively within their organizations.

19. (a) Discuss how urbanisation influence economic development.

Or

(b) What is a fiscal deficit, and how does it impact the economy?

20. (a) Elaborate the various sources of Technology dynamics.

Or

(b) Discuss about the status of technology in India.

Page 6 Code No. : 32166 E