K25P 3514

Reg. No. : .....

Name : .....

I Semester M.Com. Degree (C.B.C.S.S. – O.B.E.-Reg./Supple./Imp.) Examination, October 2025
(2023 Admission Onwards)
CMCOM01C01 : BUSINESS ENVIRONMENT

Time : 3 Hours Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** carries **3** marks.

1. Distinguish between Micro Environment and Macro Environment in business.
2. "*WTO acts as a watchdog promoting International Trade in India*". Investigate.
3. Examine how the Competition Act, 2002, has prevented monopolistic practices in the e-commerce sector.
4. Explain the salient features of the Consumer Protection Act, 2019.
5. Briefly explain the impact of the make in India Policy in the Indian Manufacturing Sector.
6. Highlight the key differences between Monetary Policy and Fiscal Policy.

(5×3=15)

SECTION – B

Answer **any three** questions in this Section. **Each** carries **5** marks.

7. Examine the role of *NITI Aayog* in shaping India's business environment.
8. *"A company can use business ethics as a strategic tool to enhance its brand image and customer loyalty"*. Illustrate.

9. A large FMCG company is accused of unethical advertising that offends cultural values. How should it align its marketing strategy with the socio-cultural environment ?

10. Describe major types of Foreign investment in India.

11. Outline the challenges faced by companies in implementing Corporate Governance for sustainable growth. **(3×5=15)**

SECTION – C

Answer **any three** questions in this Section. **Each** carries **10** marks.

12. Discuss the internal and external environment of business with suitable examples.

13. Describe the objectives, pros and cons of disinvestment in public sector undertakings with examples.

14. *"Neglecting Environmental Analysis leads to the failure of any business or product"*. Analyse this statement in the light of importance and steps in Environmental Analysis.

15. What is *Technology Transfer* ? Detail the advantages and challenges of adopting new technologies in Indian business organisations.

16. *"Start-up India has changed the entrepreneurial landscape of India"*. Critically examine this statement with examples. **(3×10=30)**

SIR SYED COLLEGE
CENTRAL LIBRARY
KANNUR UNIVERSITY