BCO-12

Sl. No.

I Year B.Com Degree Examination, October/November - 2024
INDIAN BUSINESS ENVIRONMENT
(NON CBCS, SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

PART - A

»ÝW & G

Answer Any Four questions. Each question carries 5 marks. **(4×5=20)**
¿ÞÊ¡¨Ý¨Ãã ®ÝÆá ±ÁÍ'WÚW EñÄÔ. ±Á£ ±ÁÍ'Wã 5 AíPWÙá.

1. Briefly explain the various internal environmental factors.
ËË« BíñÄP ±ÄÓÃ¨ AíÍWÙ®á' ËÊÄÔ.

2. What is demographic environment ?
g®ÝíW Ô¦£ ËÊÃOÝ ±ÄÓÃ Gí¨Ãà®á ?

3. Write a note on business ethics.
ÊÂÊÖÝÃ ®ç£Pñ¿á ŸW q±¦~ ŸÃÀáÄ.

4. Explain the concept of liberalisation and globalization.
E¨ÝÄàPÃ | ÊáñáhÝW£àPÃ | ¨ ±ÄPÆ®¿á®á' ËÊÄÔ.

5. Define micro, small and medium scale industries.
A£ÓãPö, Ó | ¦ÊáñáÊá«ÂÊá WÝñÅ¨ PçWÝÄPWÙ®á' ÊÝÂTÝÂ¯Ô.

6. Write a note on tourism.
±ÁÊÝÓãà¨ÂÊá¨ ŸW q±¦~ ŸÃÀáÄ.

[P.T.O.

PART - B
»ÝW & ¹

Answer Any Three questions. Each question carries 10 marks. **(3×10=30)**
¿ÞÊ¡¨Ý¨Ãã ÊáãÃá ±ÅÍ¹WÚW EñÄÔ. ±Å£ ±ÅÍ¹Wã 10 AíPWÙá.

7. Explain the objectives of fiscal and monetary policies in India.
»ÝÃñ¨È® ÓPÝì Ã¨ Ë£à¿á Êáñá Ö | PÝÔ® ¯à£¿á E¨¦àÍWÙ®á° ËÊÄÔ.

8. Explain briefly the impact of Technology on business.
ÊÂÊÖÝÃ¨ ÊáàÇ ñíñÅþÝ®¨ ±Å»ÝÊÊ®á° ÓíQ¦±ÊÝX ËÊÄÔ.

9. Describe the role of government on industrial policies.
PçWÝÄPÝ ¯à£WÙÈ ÓÃPÝÃ¨ ±ÝñÅÊ®á° ËÊÄÔ.

10. Discuss the scope and importance of small scale industries in the economic growth of India.
»ÝÃñ¨ B¦ìP ±ÅW£¿áÈ Ó | ¦ ±ÅÊÞ | ¨ PçWÝÄPWÙ ÊÝÂ² Êáñá ±ÝÅÊááSÅñ¿á®á° abìÔ.

11. What is corporate governance ? State the benefits of good corporate governance.
ÓÝíÔP BvÚñ Gí¨Ãà®á ? EñÊá ÓÝíÔP BvÚñ¨ A®áPãÆWÙ®á° £ÚÔ.

PART - C
»ÝW & Ô

Answer Any Two questions. Each question carries 15 marks. **(2×15=30)**
¿ÞÊ¡¨Ý¨Ãã GÃvá ±ÅÍ¹WÚW EñÄÔ. ±Å£ ±ÅÍ¹Wã 15 AíPWÙá.

12. Explain briefly the various macro environment factors that influences business.
ÊÂÊÖÝÃ¨ ÊáàÇ ±Å»ÝÊ ¹àÃáÊ ËË« ÓÊáWÅ ±ÄÓÃ¨ AíÍWÙ®á° ÓíQ¦±ÊÝX ËÊÄÔ.

13. Discuss the social responsibility of business.
ÊÂÊÖÝÃ¨ ÓÝÊÞ¡P ÖãOWÝÄP¿á®á° abìÔ.

14. What is industrial sickness ? Describe the causes of industrial sickness.
PçWÝÄP¿á ÃãàWWÅÓñ Gí¨Ãà®á ? PçWÝÄPÝ ÃãàWWÅÓñ¿á PÝÃ | WÙ®á° ËÊÄÔ.

15. Explain the structure and functions of world trade organisation.
ËÍ ÊÝÅ±ÝÃ ÓíÓ¿á Ãa® Êáñá PÝ¿áìWÙ®á° ËÊÄÔ.
