

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(5 Pages)

Reg. No:

Question. Code No : 25E00403

Sub Code : 24UEC021

PG Degree - End Semester Examinations, April 2025

Second Semester

B.Com (General)

Elective - Business Environment

(For those who joined in July 2024 onwards)

Time : 3 Hours

Maximum : 75 Marks

PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

1. The Components of micro business environment are____
 - (a) Firm's Consumers
 - (b) Organisation
 - (c) Competitors
 - (d) All of the above
2. The term "S" in PESTEL stands for

- (a) Strength (b) Socio -economic
(c) Sustainability (d) Safety
3. _____ forms the basis of business environment in a country.
(a) Political Environment (b) Economic Environment
(c) Cultural Environment (d) Social Environment
4. Articles 14 – 18 deals with_____
(a) Right to Equality (b) Right to freedom
(c) Right to freedom (d) None of the above
5. Select the features of a social group_____
(a) Membership (b) Interaction
(c) Common Goals (d) All of the above
6. _____ is a collection of important assets of a culture that are preserved through societal memory, meaning that it is passed down from generation to generation.
(a) Cultural heritage (b) Cultural environment
(c) Socio cultural environment (d) Social environment
7. Monetary Policy is regulated by_____
(a) RBI (b) SEBI
(c) Central Bank (d) Central Government
8. Select the macro economic factors from the following:
(a) Gross Domestic Products (b) Consumer behaviour
(c) Supply and demand (d) Price levels

9. The word Technology is derived from the _____ word.
- (a) American (b) Greek
(c) Latin (d) None of the above
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 (5X5=25 Marks)

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

Answer should not exceed 250 words.

11. (a) Discuss the impact of environment on business and strategic decisions.

(OR)

- (b) Explain about Business Environment.

12. (a) Write short notes on Political Environment?

(OR)

- (b) Describe the basic characteristics of Indian Constitution.

13. (a) Elaborate the concepts and nature of culture.

(OR)

(b) Define Social Responsibility. Explain its features.

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

(OR)

(b) Explain the functions of economic environment.

15. (a) Differentiate science from technology.

(OR)

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

PART – C (5 X 8 = 40 Marks)

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

Answer should not exceed 500 words.

16. (a) Explain the significance of business environment.

(OR)

(b) Explain the different components of Business Environment.

17. (a) Analyse the relationship between Government and Business.

(OR)

(b) Describe the factors that affect political environment.

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

(OR)

(b) Enumerate the importance of socio –cultural environment.

19. (a) Discuss the different elements of economic environment.

(OR)

(b) Evaluate the impacts of trade balance on Business.

20. (a) Explain the factors which govern technological dynamics.

(OR)

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