

# KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(3 Pages)

Reg. No:.....

Question Code: 26E00424

Course Code: 25UECO22

UG Degree - End Semester Examinations, April 2026

Second Semester

B.COM

Business Environment

(For those who joined in June 2025 onwards)

Time: 3Hours

Maximum: 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. The components of micro business environment are  
K:1 (a) Firm's consumers (b) Organization  
(c) Competitors (d) All of the above
- CO:1 2. The world trade organization was established in  
K:2 (a) 1995 (b) 1996  
(c) 1977 (d) 1988
- CO:2 3. Articles 14-18 deals with  
K:1 (a) Right to equality (b) Right to choose  
(c) Right to informed (d) None of the above
- CO:2 4. .... forms the basis of business environment in a country.  
K:2 (a) Political environment (b) Economic environment  
(c) Cultural environment (d) Social environment
- CO:3 5. .... is a collection of two or more individuals who are in state  
K:1 of interaction with one another.  
(a) Social norm (b) Social institution  
(c) Society (d) Social group
- CO:3 6. Social responsibility of a business may be divided into  
K:2 .....groups.  
(a) Two (b) Three  
(c) Four (d) Five

- CO:4 7. Monetary policy is regulated by .....
- K:1 (a) RBI (b) SEBI  
(c) Central government (d) Stock exchange
- CO:4 8. .... is calculated by dividing the total income of the area by  
K:2 its population  
(a) GDP (b) Per capital income  
(c) Net income (d) Operating income
- CO:5 9. The word technology is derived from the ..... word.  
K:1 (a) American (b) Greek  
(c) Latin (d) French
- CO:5 10. .... is the leading information technology (IT) hub of the  
K:2 country  
(a) Mumbai (b) Delhi  
(c) Bangalore (d) Kolkata

**PART - B (5 X 5 = 25 Marks)**

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

**Answer should not exceed 250 words.**

- CO:1 11. (a) Assess the importance of business Environment.  
K:3 **(OR)**  
(b) What is the built cultural environment? Bring out its features.
- CO:2 12. (a) Assess the political environment and its influence on  
K:4 business operations in India.  
**(OR)**  
(b) Illustrate the relationship between the Indian government and business.
- CO:3 13. (a) Describe the concept and nature of culture.  
K:3 **(OR)**  
(b) Examine the role of culture in international business operations.
- CO:4 14. (a) Examine the elements of economic environment.  
K:4 **(OR)**  
(b) Elucidate the fiscal deficit. How does it impact the economy?

CO:5 15. (a) Discuss the various features of technology.

K:4 **(OR)**

(b) Solve the various determinates of technological.

**PART - C (5 X 8 = 40 Marks)**

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

**Answer should not exceed 500 words.**

CO:1 16. (a) Identify the various factors that affect business environment.

K:3

**(OR)**

(b) Examine how the changes in political leadership impact the business environment?

CO:2 17. (a) Discuss the significance of the political environment in india for business and strategic decision – making.

K:4

**(OR)**

(b) Illustrate the provisions of the indian constitution related to business and trade.

CO:3 18. (a) Evaluate how the social and cultural environment affect business?

K:5

**(OR)**

(b) Justify how businesses can promote linguistic inclusivity within their organizations.

CO:4 19. (a) Elaborate the significance of the economic environment for business growth.

K:4

**(OR)**

(b) Discuss the impact of macroeconomic parameters.

CO:5 20. (a) Evaluate the status of technology in India.

K:5

**(OR)**

(b) Evaluate the benefits of digital transformation in india.