

(7 pages)

Reg. No. :

**Code No. : 12077 E Sub. Code : EECO 21/
FECO 24**

B.Com. (CBCS) DEGREE EXAMINATION.
APRIL 2025.

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. What does the term "Business Environment" refer to?
 - (a) Only the legal framework around businesses
 - (b) The physical environment where a business operates
 - (c) The external factors that affect a business
 - (d) Only the economic factors impacting business

2. Which of the following is not an element of the business environment?
 - (a) Economic Environment
 - (b) Social Environment
 - (c) Political Environment
 - (d) Internal accounting policies
3. What does the political environment in business primarily refer to?
 - (a) The legal and social rules affecting business
 - (b) Government policies, laws, and regulations that impact businesses
 - (c) The economic conditions in a country
 - (d) Consumer behavior and preferences
4. Which of the following is not part of the political environment affecting businesses?
 - (a) Government stability
 - (b) Tax policies
 - (c) Environmental regulations
 - (d) Consumer tastes

5. How does foreign culture impact businesses?
- (a) By shaping consumer preferences and behaviors
 - (b) By increasing competition from local businesses
 - (c) By reducing the cost of goods sold
 - (d) By limiting market expansion opportunities
6. Which of the following is an example of cultural heritage impacting business?
- (a) Consumer's preference for traditional goods
 - (b) Government regulation of trade policies
 - (c) Market competition between businesses
 - (d) Technological innovations
7. What does the economic environment primarily refer to?
- (a) Consumer behavior and preferences
 - (b) The economic factors that affect business activities
 - (c) The technological advancements in a country
 - (d) Political factors influencing business operations

8. Which of the following is NOT a macroeconomic parameter that impacts business?
- (a) GDP
 - (b) Population growth rate
 - (c) Government policies
 - (d) Exchange rates
9. What does the technological environment refer to in business?
- (a) The political policies affecting business
 - (b) The level of technological advancements and innovations that influence business activities
 - (c) The legal rules that control business operations
 - (d) The social and cultural practices in a business community
10. Which of the following is a feature of technology in business?
- (a) Technology does not change over time
 - (b) It involves continuous innovation and development
 - (c) Technology is only applicable in the manufacturing sector
 - (d) It can only be used for improving business operations

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Define Business Environment. Explain its importance for businesses.

Or

- (b) Explain the significance of the economic environment in business decision-making.

12. (a) Explain the political environment, and its influence on business operations in India.

Or

- (b) Give the relationship between the Indian government and businesses?

13. (a) Explain how foreign culture impacts business practices and consumer behavior.

Or

- (b) Describe the importance of cultural heritage in influencing consumer choices and business strategies.

14. (a) Write the significance of the economic environment in shaping business operations and decisions.

Or

- (b) Discuss the key elements of the economic environment that affect businesses.

15. (a) Define the technological environment and explain its significance for businesses.

Or

- (b) What are the key features of technology? How do they affect business operations?

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 different elements of the business environment and their importance in strategic decision-making.

Or

- (b) Analyse the impact of political, legal, and economic environments on the growth and development of businesses.

17. (a) Discuss the significance of the political environment in India for business and strategic decision-making.

Or

- (b) Illustrate the provisions of the Indian Constitution related to business and trade.

18. (a) Write the impact of social and cultural environments on business strategies.

Or

- (b) Describe the role of cultural heritage in shaping business practices and consumer preferences in India.

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

Or

- (b) Discuss the impact of macroeconomic parameters.

20. (a) Explain the concept of the technological environment and its relevance for business decision-making.

Or

- (b) Discuss how businesses can use technology to improve their processes, products, and services.