

EXAM SEAT NO:

[25]

672  
No. of Printed Pages : 02

**SARDAR PATEL UNIVERSITY**  
**M.COM. (CBCS) (FIRST SEMESTER)**  
**SATURDAY, 18TH NOVEMBER 2017.**  
**10.00. A.M. TO 1.00 P.M.**

**COURSE TITLE: BUSINESS ENVIRONMENT-I**

**COURSE CODE: PB01CCOM22**

**MAXIMUM MARKS: 70**

**1. FIGURES TO THE RIGHT INDICATE MARKS OF THE QUESTIONS.**

**2. EACH SECTION CARRY EQUAL MARKS.**

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**SECTION-I**

**Q:1.** Define the term Business Environment. Explain in length the influence of various Micro Environments on various Business Decisions. Support your answer with appropriate examples. (18)

**OR**

**Q:1.** Explain Business System. Discuss the Classification and various Goals of Business. (18)

**Q:2.** Discuss in length the Industrial Policy of 1991 of GOI. (17)

**OR**

**Q:2.** Define the Monetary Policy of RBI. Discuss important Objectives and various Credit Control Instruments of the Monetary Policy of RBI. (17)

**SECTION-II**

**Q:3.** What is Privatization? Narrate the History and various Objectives of Privatization. What are the different forms of converting the Government Undertakings into Private Undertakings? (18)

**OR**

**Q:3.** What is Liberalization? Under what circumstances India has to adopt Liberalization? Discuss in length various Implications of Liberalization on the Indian Economy. (18)

**Q:4.** Discuss Social Orientation of Business. Explain Social Audit and various Social Responsibilities of Business towards the different Sections of the Society. (17)

**OR**

**Q:4.** Discuss the Consumerism, Consumer Rights, Exploitation of the Consumers and the UN Guidelines for Consumer Protection. (17)

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