

(62-Eng)

**SARDAR PATEL UNIVERSITY**  
**M.COM. (CBCS) (FIRST SEMESTER)****TUESDAY, 23RD OCTOBER, 2018.****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.Explain the Concept of Business Environment. Discuss in length how different Internal Factors affects the important Business Decisions? (18)

**OR**

Q:1.Explain the Business Process. Discuss different Characteristics and different Goals of Business. (18)

Q:2.What is Monetary Policy of RBI? Discuss the Qualitative and Quantitative Instruments of Monetary Policy for controlling the total Money Supply and Credit in the Economy. (17)

**OR**

Q:2.Discuss in length the Fiscal Policy of the Government of India. (17)

**SECTION-II**

Q:3.Define the term Privatization. Discuss the Historical Evolution of Privatization. What are the important aims of Privatization and Measures of transforming the Public Sector Units into the Private Sector Units? (18)

**OR**

Q:3.Discuss Globalization of Business. Discuss Dimensions of Globalization and important Foreign Market Entry Strategies with suitable examples. (18)

Q:4.Define the term Social Responsibility of Business. Discuss the Factors that affect the Social Orientations of Business. Discuss in length the Social Responsibility of Business towards the four Sections of the Society. (17)

**OR**

Q:4.What is Consumerism? How the Consumers are exploited? Write a detailed Note on the Consumer Protection Act, 1986. (17)

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**(1)****(P.T.O.)**