



# SAIVABHANUKSHATRIYA COLLEGE

(AruppukottaiNadargalUravinmuraiPothuAbiViruthiTrustukuPathiyapattathu)

## ARUPPUKOTTAI

### DEPARTMENT OF COMMERCE

### QUESTION BANK

Name of the Department :	Commerce	UG / PG :	UG
Semester (UG - III & V; PG - III) :	UG- V	Subject Code :	CCRJA52
Name of the Subject :	Business Environment		

#### **Section A (Multiple Choice Questions)**

##### **Unit I: (Introduction to Business Environment)**

- \_\_\_\_\_ Environment is with the control of the business  
(a) Internal (b) External (c) Micro (d) Macro
- Which among these is not a restrictive trade practice?  
(a) Tip up sales (b) Price discrimination (c) Manipulation (d) All are restrictive trade practices
- The business firm transforms a set of inputs into output is called  
(a) Economic unit (b) Profit unit (c) Social unit (d) Organic unit
- The major factors that affect business environment includes  
(a) competition (b) Legal (c) Political (d) all of the above
- External environment includes  
(a) Government (b) Society (c) Technology (d) all these

##### **Unit II: (Economic Environment)**

- Environment good is  
(a) Production (b) Utility (c) Welfare (d) Resource utilization
- Environmental Economic is  
(a) Social science (b) Positive & normative science (c) Micro economic (d) Macro economics
- Political environment refers to the influence exerted by the \_\_\_\_\_ political institutions?  
(a) 2 (b) 3 (c) 4 (d) 5
- Goals realization continuously will lead to  
(a) Mission fulfillment (b) Maximum customers (c) High revenue (d) Low revenue
- \_\_\_\_\_ involves a degree of purposefulness by manager as he receives information inputs  
(a) Informal research (b) Formal research (c) Indirect viewing (d) Conditional viewing

##### **Unit III: (Industrial Environment)**

- It is concerned with the withdrawal of state from an industry or sector, partially or fully  
(a) Liberalization (b) Modernization (c) Globalization (d) Privatization
- New industrial policy was formulated in the year  
(a) 1989 (b) 1991 (c) 1993 (d) 1994
- Governments policy towards industries is called as  
(a) Economic policy (b) Industrial policy (c) Monetary policy (d) Work policy
- One of the objectives of licensing is to protect \_\_\_\_\_ industries against competition of large scale industries  
(a) Small scale (b) Medium scale (c) Low scale (d) High scale
- Technology reaches people through business by different  
(a) Machines (b) People (c) Culture (d) Value

##### **Unit IV: (Socio cultural Environment)**

- Adequate return on capital is the social responsibility of business towards  
(a) Shareholders (b) Community (c) Government (d) Employees
- In case of negative externality, the social marginal cost will  
(a) Exceed the private marginal cost (b) Be equal to private marginal cost  
(c) Fall short of private marginal cost (d) Bear no significant to private marginal



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18. \_\_\_\_\_ is a statement which derives the role an organization plays in a society  
(a) Goals (b) Mission (c) Objective (d) Success
19. Profit making is the \_\_\_\_\_ goal of any business enterprise  
(a) Primary (b) Secondary (c) Fixed (d) Non fixed
20. \_\_\_\_\_ is a statement, which defines the role that an organization plays in a society?  
(a) Vision (b) Mission (c) Goal (d) Function

#### Unit V: (International Environment)

21. Foreign investment implementation authority was established in  
(a) 1997 (b) 1999 (c) 2002 (d) 2004
22. Which of the following has control over investment?  
(a) FDI (b) FII (c) Foreign aid (d) NRI investment
23. IRBI was set up in the year  
(a) 1975 (b) 1980 (c) 1985 (d) 1990
24. NSIC was established during \_\_\_\_\_ plan  
(a) Fifth (b) Seventh (c) Ninth (d) Tenth
25. Foreign direct investment involves  
(a) Tiny industry (b) Small scale industry (c) Village industry (d) Cottage industry

#### Section B (7 mark Questions)

##### Unit I: (Introduction to Business Environment)

26. Define the types of economic system
27. Discuss the scope of business Environment
28. Analyze the impact of social factor on business environment
29. Define the features of Business environment
30. What are the limitations of environmental analysis?

##### Unit II: (Economic Environment)

31. Write note on ecological factors
32. Discuss the influence of political factors on business
33. Describe the advantages of free market economy
34. Explain the different types of rights of consumers
35. What are the limitations of Economic environment?

##### Unit III: (Industrial Environment)

36. Write note on recent changes in industrial
37. Discuss in brief the induced industrial sickness
38. Make a brief criticism of 1956 industrial policy
39. Examine the role BIFR on industrial development
40. Explain the current industrial policy in India

##### Unit IV: (Socio Cultural Environment)

41. Define the features of culture
42. Describe about language on cultural environment
43. Narrate the components of social environment
44. Write a note on social responsibility of business towards society
45. Mention the meaning and importance of social audit

##### Unit V: (International Environment)



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46. Explain the components of foreign capital in India
47. Describe the merits and limitations of foreign private investment
48. Discuss the challenges of MNCs
49. State the government policy measures on foreign capital
50. Explain the different types of foreign private investment

#### **Section C (10 mark Questions)**

##### **Unit I: (Introduction to Business Environment)**

51. What are the benefits and scope of environment analysis?
52. Examine the various activities of SWOT analysis in business environment

##### **Unit II: (Economic Environment)**

53. Discuss about economic environment
54. Examine the various merits and limitations of privatization its importance

##### **Unit III: (Industrial Environment)**

55. Analyze the cause and effects of industrial sickness in India in SSI units
56. Write an elaborate note on new industrial policy 1991

##### **Unit IV: (Socio cultural Environment)**

57. Write an essay about social responsibilities of business
58. What does corporate social responsibility mean? Explain its importance

##### **Unit V: (International Environment)**

59. Explain the features of multinational corporations in India
60. Explain about the composition of Foreign portfolio investment in India