

15805



I Semester M.Com./M.F.M. Degree Examination, Dec. 2013/Jan. 2014
(Scheme : CBCS)

Commerce

SC : Business Policy and Environment

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer any five questions. Each question carries 5 marks.

(5×5=25)

1. Why are monopolistic trade practices undesirable ?
2. Write a note on Doctrine of social responsibility.
3. Write the impact of politics on business.
4. What are the unethical business practices ?
5. Write the essentials of business policy.
6. What are the elements of marketing policy ?
7. What are the principles of business ethics ?
8. What are the elements of internal business environment ?

SECTION – B

Answer any three questions. Each question carries 10 marks.

(3×10=30)

9. Describe the elements of socio-economic environment and explain their influence on business.
10. Discuss the role and relevance of MRTP Act in today's business environment.
11. Examine the sources of business ethics and explain how far it is implemented in business.
12. Critically evaluate the role of business in the present economic system.
13. Explain the role of business policy in the business environment by highlighting various types of policies.

P.T.O.



SECTION – C

Case study, Compulsory question :

(1×15=15)

14. Global economic slowdown has negatively impacted FDI flows into India. During first nine months of the year 2009, FDI fell by 26% to \$ 21.4 billion from \$ 29 billion a year ago. As a result, the government has been liberalizing policy towards FDI though much more still needs to be done. However, there are several sectors like retail and insurance which face policy barriers to FDI. The restrictions are imposed basically to protect the domestic sectors. For example, it is feared that if FDI in multi-brand retail is allowed, millions of small retail traders will be threatened.

India is still regarded as an attractive destination by foreign investors. FDI brings in foreign exchange, technology, new management processes and business contacts but at the same time threatens weak domestic players who don't have advantages that MNCs have. In this situation government faces the problem of deciding the sectors and the extent to which FDI can be allowed. It is significant to note that during the year 2009 there was a marked shift from foreign direct to foreign portfolio investment in India.

Questions :

- i) How can India attract more FDI without much adverse impact on the domestic business organizations ?
- ii) What factors have stimulated shift from FDI and FPI in 2009 ?

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