**MODEL QUESTION PAPER**

**(I YEAR) (M.COM)**

**MCO12 - BUSINESS POLICY AND ENVIRONMENT**

**TIME : 03 HOURS MAX.MARKS : 90**

**GROUP A : Answer any three questions.**

Q.1 What do you mean by business environment? Explain the internal

environmental factors that affect business. (15)

Q.2 Why should business be responsible towards society? Explain the responsibility of business towards consumers and employees. (15)

Q.3 What do you mean by ethics in business? Discuss the role of Government in making business ethical. (15)

Q.4 What is SWOT analysis? Discuss its relevance to business decision

making. (15)

Q.5 Discuss the relationship between Government and business. (15)

**GROUP B : Answer any three questions.**

Q.6 Explain the role of business in society. (10)

Q.7 Explain the concept of trusteeship. Is it relevant today? (10)

Q.8 What is strategic management? Explain its process (10)

Q.9 What are the problems involved in implementing strategies. (10)

Q.10 Explain the impact of liberalization on small business. (10)

**GROUP C : Answer any three questions.**

Q.11 Write a short note on Business objectives. (05)

Q.12 Write a short note on Planning process. (05)

Q.13 Write a short note on Business policy (05)

Q.14 Write a short note on Restrictive practices. (05)

Q.15 Write a short note on Social environmental of business. (05)

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