



U8050

Reg. No.:

Name:.....

**University of Kerala**

First Semester Degree Examination, November 2024

Four Year Under Graduate Programme

Discipline Specific Core Course

COMMERCE**UK1DSCCOM103 - DYNAMICS OF BUSINESS ENVIRONMENT**

Academic Level: 100-199

Time:2 Hours**Max.Marks:56****Part A.****Answer All Questions, Objective Type. 1 Mark Each.****(Cognitive Level: Remember/Understand)****6 Marks. Time: 5 Minutes**

Qn. No.	Question	Cognitive Level	Course Outcome
1.	Choose the statement that explains the concept of Business Environment. A) The set of rules and regulations enforced by a company on its employees B) The combination of Internal and External factors that influence the working of a company C) The strategies adopted by a company to attract customers D) The relationship between employees and management within an organization.	Remember	1
2.	Environment that is external to the organization but are close to the firm is known as. (A) External Environment (B) Internal Environment (C) Macro Environment (D) Micro Environment	Remember	1
3.	Explain the term 'economic environment' in business? (A) The internal financial management strategies used by a business to increase profits. (B) The external factors such as economic policies, market conditions and income levels that affect business operations (C) The legal regulations that govern a company's operations and employee relations (D) The social and cultural trends that impact consumer behaviour and company marketing strategies.	Understand	2

4.	Which of the following best describes a Capitalist Economy? (A) An economy where government prefers to maintain ownership of all industries. (B) An economy where government owns Business and profits are shared equally among citizens. (C) Private companies own the means of production and operate for profit. (D) There is no Private Ownership.	Understand	2
5.	Which of the following is the primary difference between the fiscal policy and monetary policy? (A) Fiscal policy is controlled by the central bank, while the monetary policy is controlled by government. (B) Fiscal policy involves government spending and taxation, while monetary policy involves managing the money supply and interest rates. (C) Fiscal policy focuses on international trade, while monetary policy focuses on domestic markets. (D) Fiscal policy is aimed at controlling inflation, while monetary policy is aimed at promoting economic growth.	Understand	2
6.	The primary focus of corporate social responsibility is (A) To maximise profits. (B) To enhance shareholders value. (C) To balance profit-making with social and environmental considerations. (D) To reduce operational costs.	Understand	3

Part B.

Answer All Questions, Two-Three sentences. 2 Marks Each.

(Cognitive Level: Understand/Apply)

10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
7.	Describe various forms of Business organisations.	Understand	1
8.	Distinguish between micro and macro environment of business.	Understand	1
9.	Examine the features of Mixed Economy	Apply	2
10.	What steps should the RBI take to control Inflation?	Apply	2
11.	Distinguish Domestic Trade and International Trade	Apply	4

Part C.

Answer all 4 questions, choosing among options within each question.
Short Answer. 4 Marks Each. (Cognitive Level: Understand/Apply/Analyse)
16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
12.	(A) What is CSR? How can business contribute positively to society and the environment? OR (B) Describe the salient features of Consumer Protection Act, 2019	Understand	3
13.	(A) How do consumer choice and demand affect a Capitalist economy? OR (B) How do change in economic policies affect business decision making?	Apply	2
14.	(A) Examine the key differences between International Business and Domestic Business in terms of competition, regulations and cultural factors. OR (B) Distinguish between WTO and GATT, with regard to their roles, rules and focus on trade.	Analyse	4
15.	(A) Analyse the significance of GST. OR (B) Analyse the significance of FEMA.	Analyse	2

Part D.

Answer all 4 questions, choosing among options within each question.
Long Answer. 6 Marks Each.
(Cognitive Level: Understand/Analyse)
24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
16.	(A) Describe the External Environmental factors affecting Business. OR (B) Describe the Internal Environmental factors affecting Business.	Understand	1
17.	(A) Compare and contrast various modes of International Business. OR (B) Examine the importance of International Business for global economies and Individual companies.	Apply	4
18.	(A) Critically examine the Challenges of International Business OR (B) Analyse the role of WTO in International Business.	Analyse	4
19.	(A) Examine the Key Economic Factors affecting Business OR (B) Analyse the role of Niti Ayog in India's Development.	Analyse	2