

Roll No. ....

Subject Code—2137

**M. Com. (Part I) EXAMINATION**

**BUSINESS ENVIRONMENT**

MC-103

Environment Management

*Time : 3 Hours*

*Maximum Marks : 100*

**Note :** All questions carry equal marks. Q. No. 1 is compulsory.

1. Define the following in brief :

- (i) MNC
- (ii) Mission
- (iii) Business Environment
- (iv) Environment Scanning
- (v) Market Economy System
- (vi) Strategic Management
- (vii) Business

(viii) Globalisation

(ix) Intellectual Property

(x) SME.

2. Proper Business Environment Analysis is the key to sustained business growth. How a firm can do Business Environment Analysis ?
3. Discuss the key features and contribution of WTO. How do you analyse the impact of WTO on Indian business ?
4. Global Economy, Global Business and Global Companies—how do you see the future of world business ?
5. “A firm needs to be very clear about its vision and mission if it has to attain success in long run.” Discuss the statement with the help of empirical case study of any company.
6. What means the business environment for a firm ? Discuss various components of Business Environment.

7. What do you mean by Intellectual Property Rights ? Why intellectual property needs to be protected ? Discuss various provisions related to it.
8. Write short notes on the following :
- (i) Privatization
  - (ii) Sustainable Development.