

(i) Printed Pages : 2

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(ii) Questions : 10

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Exam. Code :

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**Master of Commerce 2<sup>nd</sup> Semester**

**(2055)**

**BUSINESS ENVIRONMENT**

**(Same for USOL Candidates)**

**Paper : M.C. 201**

**Time Allowed : Three Hours]**

**[Maximum Marks : 80**

**Note :—** Attempt *five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

**UNIT—I**

- I. In what ways does conducting a SWOT analysis enable businesses to assess their internal strengths and weaknesses, as well as identify external opportunities and threats ?
- II. How do changes in government policies and regulations affect businesses within a specific industry ?
- III. In what manner do various factors of the business environment shape the creation and formulation of business policies and strategic decisions ?

## **UNIT—II**

- IV. What strategies do MNCs employ to compete with domestic players in the Indian market ?
- V. Write in detail the principal objectives underpinning India's economic reforms encompassing liberalization, privatization, and globalization, and how did these initiatives aim to reshape the national economic landscape ?
- VI. What are the salient characteristics of India's foreign investment policy in the post-liberalization era, and how have these features evolved to accommodate global economic dynamics ?

## **UNIT—III**

- VII. What intricate strategic frameworks and multifaceted competitive approaches do multinational corporations (MNCs) deploy to navigate and effectively challenge domestic market players within the complex and evolving landscape of the Indian economic environment.
- VIII. Discuss recent trends or developments in India's monetary policy framework and their implications for the economy.

## **UNIT—IV**

- IX. How has the Right to Information Act empowered citizens and influenced transparency and attainability in governance and business operations ?
- X. What are the key provisions of the Consumer Protection Act, 1986, and how do they safeguard consumers's rights in India ?