



Roll No.

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

TEST 1

Sem & AY: Odd Sem 2019-20

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Program & Sem: B.Com/B.Com Hons & I

Date: 30.09.2019

Time: 9.30AM to 10.30 AM

Max Marks: 30

Weightage: 15%

Instructions:

- (i) *Read the questions properly and answer accordingly*
 - (ii) *Question paper consists of three parts*
-

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries one mark.

(5Qx1M=5M)

1. The economic system in which business units or factors of production are privately owned and governed is called as _____. (C.O.NO.2) [Comprehension]
 - A. Capitalism.
 - B. Socialism.
 - C. Democratic.
 - D. Republic.
2. Which of the following is the vital question in the economic system?
 - A. What to produce (C.O.NO.2) [Comprehension]
 - B. How to produce
 - C. For whom to produce
 - D. All of the above
3. Business includes _____. (C.O.NO.1) [Knowledge]
 - A. Non-economic activities.
 - B. Economic activities.
 - C. Social activities.
 - D. Production activities.

4. Procedure of analyzing threats and opportunities of organization's environment is classified as (C.O.NO:1) [Knowledge]

- A. Environmental influences
- B. Environmental economics
- C. Environmental planning
- D. Environmental scanning

5. In a SWOT analysis, which two elements are part of the internal environment?

- A. strengths and threats (C.O.NO:1) [Knowledge]
- B. opportunities and threats
- C. strengths and opportunities
- D. weaknesses and threats

Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries five marks. (2Qx5M=10M)

6. What is business? Explain the objectives of business. (C.O.NO.1) [Knowledge]

7. What are the main objectives of Economic Planning in India?

(C.O.NO:2) [Comprehension]

Part C [Problem Solving Questions]

Answer the Question. The Question carries fifteen marks. (1Qx15M=15M)

8. Suppose you are the CEO of a fast food restaurant chain. Your company wants to enter India and position itself in the same category as McDonalds, KFC and Pizza Hut. What factors will you have to keep in mind before entering India?

(C.O.NO.2) [Comprehension]



SCHOOL OF COMMERCE & ECONOMICS

Semester: 1

Course Code: COM103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch & Sem: B.Com, B.Com (Honors) & 1 Sem

Date: 30th Sept, 2019

Time: 1 Hour

Max Marks: 30

Weightage: 15%

Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1	CO 2	Module 2		K								1
2	CO 2	Module 2		K								1
3	CO 1	Module 1		K								1
4	CO 1	Module 1		K								1
5	CO 1	Module 1		K								1
6	CO 1	Module 1					C					5
7	CO 2	Module 2					C					5
8	CO 2	Module 2					C					15
	Total Marks			5			20					30

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

{I hereby with certify that all the questions are set as per the above guidelines . Mr. Siva Krishna}

Reviewer's Comments,

B
25/9/19

Annexure- II: Format of Answer Scheme



SCHOOL OF COMMERCE & ECONOMICS

SOLUTION

Semester: 1

Course Code: COM103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch & Sem: B.Com, B.Com (Honors) & 1 Sem

Date: 30th Sept, 2019

Time: 1 Hour

Max Marks: 30

Weightage: 15%

Part A

(5 x 1 = 5Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	A. capitalism.	1x1=1	2minutes
2	D. All of the above	1x1=1	2minutes
3	B. Economic activities.	1x1=1	2minutes
4	D. Environmental scanning	1x1=1	2minutes
5	D. weaknesses and threats	1x1=1	2minutes

Part B

(2x 5 = 10 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
6	<p>CONCEPT OF BUSINESS:</p> <p>All Human beings where ever they may be require different type of goods and services to satisfy their needs. Business is a major economic activity in all modern societies concerned with production and sale of goods and services required by the people. It is aimed at earning money by satisfying human demands</p> <p>Objectives:</p> <ul style="list-style-type: none">• Economic objectives• Social objectives	Definition of Business 1 Marks	10 Minutes

7.	<p>The Concept of Economic Planning:</p> <p>Planning is a continuous process that involves choices and decision making about allocation of available resources with the objective of achieving effective and efficient utilisation and growth of these resources. In India, planning is done both at the center as well as the state level. Economic planning is done by the central authority after a complete survey of the economic situation. The policy objectives are designed based on the future development goals of the country.</p> <p>Objectives of Planning:</p> <ul style="list-style-type: none"> • Economic Growth and Development: • Increase in Employment: • Increase in Investment: • Social Justice and Equity: • Balanced Regional Development: 	<p>Any three Economic and social objectives of business 4 Marks</p> <p>Concept of Economic planning 2 Marks</p> <p>Any four objectives of Economic planning 3 Marks</p>	10 Minutes
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Part C

(1 x 15 = 15 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
9	<p>INTERNAL ENVIRONMENT</p> <p>The internal environment has received considerable attention by firms. Internal environment contains the owner of the business, the shareholders, the managing director, the non-managers, employees, the customers, the infrastructure of the business organization, and the culture of the organization. It includes 6 Ms i.e.</p> <ul style="list-style-type: none"> – Man (Human Resource) – Money (Financial Factors) – Marketing Resources – Machinery (Physical Assets) – Management Structure and Nature 	<p>Internal environment 5 Marks</p>	20

– MISCELLANEOUS FACTORS (Research and Development, Company Image and Brand Equity, Value System, Competitive Advantage)

Usually, these factors are within the control of business. Business can make changes in these factors according to the change in the functioning of enterprise

EXTERNAL ENVIRONMENT

The external environment of an organisation comprises of all entities that exists outside its boundaries, but have significant influence over its growth and survival. An organisation has little or no control over its external environment but needs to constantly monitor and adapt to these external changes. A proactive or reactive response leads to significantly different outcomes.

There are two types of external environment

– Micro/Operating Environment

– Macro/General Environment

Micro environmental factors, internal factors close to a business that have a direct impact on its strategy includes:

- Customers
- Employees
- Suppliers
- Shareholders
- Media
- Competitors

The macro environment is primarily concerned with major issues and upcoming changes in the environment. The acronym for the macro analysis is “**STEEP.**” The five areas of interest are:

- **S**ocio-Cultural and Demographics
- **T**echnology
- **E**conomic Conditions
- **E**cology and Physical Environment
- **P**olitical and Legal

External Environment
related micro 5 marks

External Environment
related macro 5 marks



Roll No.																			
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

TEST – 2

Sem & AY: Odd Sem 2019-20

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Program &Sem: B.Com,B.Com (Hons.) & I

Date: 18.11.2019

Time: 1.00 PM to 2.00 PM

Max Marks: 30

Weightage: 15%

Instructions:

- (i) Read the questions properly and answer accordingly
- (ii) The question paper consists of three parts

Part A [Memory Recall Questions]

Answer all the questions. Each Question carries one mark.

(5Qx1M=5M)

Q1. Which of the following is the element of Organizational Culture?

(C.O.NO:3) [Knowledge]

- A. Values
- B. Rites and Rituals
- C. Communication Networks
- D. All of the above

Q2. “Social structure is the relatively enduring patterns of behavior and relationships within a Society” is stated by _____

(C.O.NO:3) [Knowledge]

- A. Deal and Kennedy
- B. Robert
- C. Marx
- D. Weber

Q3. In which of the following basic categories can a business environment be divided?

(C.O.NO:3) [Knowledge]

- A. Local and Regional
- B. Regional and National
- C. Internal and External
- D. Financial and Non-Financial

Q4. Indian Economy is an example of -----

(C.O.NO:3) [Comprehension]

- A. Capitalist economy
- B. Closed economy
- C. Mixed Economy
- D. None of these

- Q5.** Study of Human Environment is called _____ Environment? (C.O.NO:3) [Comprehension]
- A. Political
 - B. Social
 - C. Demographic
 - D. Economic

Part B [Thought Provoking Questions]

Answer both the Questions. Each Question carries five marks. (2Qx5M=10M)

(C.O.NO:3) [Knowledge]

Q6. “Businesses should be socially responsible”? Please justify your answer with examples.

Q7. Define Pragmatic Culture? Explain the importance of Culture in Business.

Part C [Problem Solving Questions]

Answer the Question. The Question carry fifteen marks. (1Qx15M=15M)

(C.O.NO:3) [Comprehension]

Q8. Demonstrate the primary interactions and secondary interactions of business and society with a neat labeled diagram.

SCHOOL OF COMMERCE & ECONOMICS



Semester: 1

Course Code: COM103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch & Sem: B.Com, B.Com (Honors) & 1 Sem

Date: 18th Nov 2019

Time: 1 Hour

Max Marks: 30

Weightage: 15%

Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels		Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K		C			A			
1	CO 3	Module 3		K							1
2	CO 3	Module 3		K							1
3	CO 3	Module 3		K							1
4	CO 3	Module 3		C							1
5	CO 3	Module 3		K							1
6	CO 3	Module 3					K				5
7	CO 3	Module 3					C				5
8	CO 3	Module 3					C				15
	Total Marks										30

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

Annexure- II: Format of Answer Scheme



SOLUTION

Semester: 1
Course Code: COM103
Course Name: BUSINESS ENVIRONMENT AND POLICY
Branch & Sem: B.Com, B.Com (Honors)& 1 Sem

Date: 30th Sept, 2019
Time: 1 Hour
Max Marks: 30
Weightage: 15%

Part A

(5 x 1 = 5Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	D. Product	1x1=1	2minutes
2	B. the Political, Economic, Social, Technological, Legal, and Ecological environments.	1x1=1	2minutes
3	D. Weather and climate	1x1=1	2minutes
4	C. Mixed Economy	1x1=1	2minutes
5	B. Pragmatic Culture	1x1=1	2minutes

Part B(2x 5 = 10 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
6	Society	5	

7.	<p>In the simplest terms, a society may be defined as a group of people who share a particular territory and a common culture</p> <p>Objectives:</p> <ul style="list-style-type: none"> • Age distribution and life expectancy rates • Attitudes toward customer service and product quality • Attitudes towards renewable energy • Attitudes toward green or ecological products • Attitudes toward imported products and services • Attitudes toward saving and investing <p>Factors that affect the organization culture</p> <p>a. Employees: The first and the foremost factor affecting culture is the individual working with the organization. The employees in their own way contribute to the culture of the workplace. The attitudes, mentalities, interests, perception and even the thought process of the employees affect the organization culture. Example - Organizations which hire individuals from army or defence background tend to follow a strict culture where all the employees abide by the set guidelines and policies. Organizations with majority of youngsters encourage healthy competition at the workplace and employees are always on the toes to perform better than the fellow workers.</p> <p>b. Gender of employee: The sex of the employee also affects the organization culture. Organizations where male employees dominate the female counterparts follow</p>	5 M	10 Minutes
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aculture where late sitting is a normal feature.

The male employees are more aggressive than the females who instead would be caring and soft hearted.

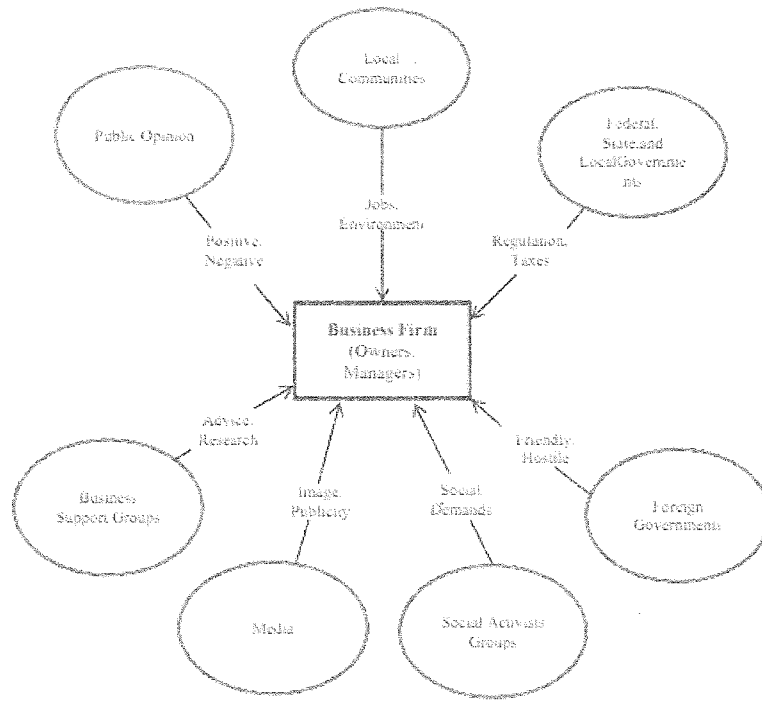
- c. **The nature of the business:** This also affects the culture of the organization. Stock broking industries, financial services, banking industry are all dependent on external factors like demand and supply, market cap, earning per share and so on. When the market crashes, these industries have no other option than to terminate the employees and eventually affect the culture of the place. Market fluctuations lead to unrest, tensions and severely demotivate the individuals. The management also feels helpless when circumstances can be controlled by none. Individuals are unsure about their career as well as growth in such organizations.
- d. **Organisation Goal and Objective:** The culture of the organization is also affected by its goals and objectives. The strategies and procedures designed to achieve the targets of the organization also contribute to its culture.
- e. **Impact of Clients:** The clients and the external parties to some extent also affect the work culture of the place. Organizations catering to UK and US Clients have no other option but to work in shifts to match their timings, thus forming the culture.
- f. **The management and its style** of handling the employees also affect the culture of the workplace. There are certain organizations where the management allows the employees

to take their own decisions and let them participate in strategy making. In such a culture, employees get attached to their management and look forward to a long term association with the organization. The management must respect the employees to avoid a culture where the employees just work for money and nothing else. They treat the organization as a mere source of earning money and look for a change in a short span of time.

Part C

(1 x 15 = 15 Marks)

Q No	<p style="text-align: center;">Solution Primary Interaction and Secondary Interaction</p>	Scheme of Marking	Max. Time required for each Question
8	<p style="text-align: center;">Business's Primary Interactions with Society</p>		20



Business's Secondary Interactions with Society



Roll No										
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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019-20

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Program & SEM: B.COM, B.COM (Hons) & I

Date: 07 January 2020

Time: 1:00 PM to 4:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 2 marks.

(10Qx2M=20M)

1. Define "Trademarks". (C.O.No.4) [Knowledge]
2. What are the three Elements of Political Legal Environment? (C.O.No.4) [Knowledge]
3. What is the role of culture in Business? (C.O.No.3) [Comprehension]
4. Define "Society". (C.O.No.3) [Knowledge]
5. Expand: - (C.O.No.2) [Knowledge]
 - A) NITI Ayog
 - B) EXIM policy.
6. What do you mean by Internal Environment in Business? (C.O.No.1) [Knowledge]
7. List out any two factors of Micro Environment? (C.O.No.1) [Knowledge]
8. List out any two objectives of EXIM policy. (C.O.No.5) [Knowledge]
9. Highlight any two important features of Mixed Economy? (C.O.No.2) [Comprehension]
10. Define "Patent". (C.O.No.4) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 8 marks.

(5Qx8M=40M)

11. What are all the objectives of Business in a Society? (C.O.No.1) [Comprehension]
12. Explain briefly about macro & micro environment. (C.O.No.1) [Comprehension]

13. Explain the objectives of economic planning in India. (C.O.No.2) [Comprehension]
14. What do you understand by social responsibility of business? (C.O.No.3) [Comprehension]
15. 'Protecting consumer interest is the primary responsibility of management'. Do you agree with the Statement? Elucidate. (C.O.No.3) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each Question carries 20 marks. (2Qx20M=40M)

16. Define Society? Explain the primary interaction and Secondary interactions of Business and Society. (C.O.No.3) [Comprehension]
17. Explain below terms (C.O.No.5) [Comprehension]
- A) NITI Ayog and its Objectives
 - B) Globalization
 - C) Make in India
 - D) Stock Exchanges

SCHOOL OF COMMERCE & ECONOMICS



Semester: 1

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch: B.COM, B.COM (HONS)

Date: 7TH Jan 2020

Time: 3 Hour 1pm to 4pm

Max Marks: 100

Weight age: 50%

Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1	CO 4	Module 4								A		2
2	CO 4	Module 4		K								2
3	CO 3	Module 3					C					2
4	CO 3	Module 3		K								2
5	CO 2	Module 2		K								2
6	CO 1	Module 1		K								2
7	CO 1	Module 1		K								2
8	CO 5	Module 5		K								2
9	CO 2	Module 2					C					2
10	CO 4	Module 4		K								2
Part b 1	CO 1	Module 1					C					08

2	CO 1	Module 1						C					08
3	CO 2	Module 2						C					08
4	CO 3	Module 3						C					08
5	CO 3	Module 3						C					08
Part c 1	CO 3	Module 3						C					20
2	CO 5	Module 5						C					20
	Total Marks												100

K = Knowledge Level C = Comprehension Level, A = Application Level

Note: While setting all types of questions the general guideline is that about 60%

Of the questions must be such that even a below average students must be able to attempt, About 20% of the questions must be such that only above average students must be able to attempt and finally 20% of the questions must be such that only the bright students must be able to attempt.

Annexure- II: Format of Answer Scheme



Semester: 1

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch: B.COM, B.COM (HONS)

Date: 7TH Jan 2020

Time: 3 Hour

Max Marks: 100

Weightage: 50%

Part A

(10 x 2 = 20Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
1	<ul style="list-style-type: none"> A Trademark generally refers to a “brand” or “logo” to identify a product or a service. 	2x1=2	2minutes

2	<p><i>1) Government</i></p> <p><i>2) Legal</i></p> <p><i>3) Political</i></p>	2x1=2	2minutes
3	<ul style="list-style-type: none"> • The work culture unites the employees who are otherwise from different back grounds, families and have varied attitudes and mentalities. • The work culture promotes healthy relationship amongst the employees. No one treats work as a burden and moulds himself according to the culture. 	2x1=2	2minutes
4	<ul style="list-style-type: none"> • In the simplest terms, a society may be defined as a group of people who share a particular territory and a common culture. 	2x1=2	2minutes
5	<p>the NITI stands for "National Institution for Transforming India".</p> <p>Export Import Policy or better known as Exim Policy</p>	2x1=2	2minutes
6	Internal environment contains the owner of the business, the shareholders, the managing director, the non-managers, employees, the customers, the infrastructure of the business organization, and the culture of the organization. It includes 6 Ms i.e.	2x1=2	2minutes
7	<ul style="list-style-type: none"> • Customers • Employees • Suppliers • Shareholders • Media • Competitors 	2x1=2	2minutes
8	<p>To establish framework for globalization</p> <p>To promote productivity, competitiveness</p> <p>To increase exports</p> <p>Quality consumer products at reasonable prices</p>	2x1=2	2minutes
9	<p>Coexistence of All Sectors</p> <p>Individual Freedom:</p>	2x1=2	2minutes

	Economic Planning: Price Mechanism:		
10	Patents are rights granted by governments to the inventors of products or processes for exclusive manufacturing, production, sale, and use of those products or processes	2x1=2	2minutes

Part B (5Qx 8) = 40 Marks)

Q No	Solution	Scheme of Marking	Max. Time required for each Question
11	<p>1. Profits</p> <p>Profit making is the primary goal of any business enterprise. Profit enables a businessman to realize his other objectives too. Although the profit making is the basic objective but it should not be an end in itself. The general outlook of Business Corporation has undergone a change. As a result of the recognition of social responsibility business objectives have transcended the profit objective.</p> <p>2. Growth:</p> <p>Growth is another primary objective of business should grow in all directions over a period of time.</p> <pre> graph TD G[GROWTH] --- T1[TO INCREASE THE MARKET SHARE] G --- T2[TO ADD MORE PRODUCTS] G --- T3[DIVERSIFICATION] G --- T4[EXPANSION OF MARKETS] G --- T5[TO CUT DOWN-COSTS & INCREASE PRODUCTIVITY] G --- T6[INTEGRATION] </pre> <p>3. Innovation</p> <p>4. Employee satisfaction and development</p> <p>5. Quality Products & Services</p> <p>6. Fair returns to investors</p>	<p align="center">8x1=8</p> <p align="center">8x1=8</p>	<p align="center">10 Minutes</p> <p align="center">10 Minutes</p>

	<p>7. Service to society</p> <p>8. Good corporate citizenship</p>		
Q12	<p>Micro environmental factors, internal factors close to a business that have a direct impact on its strategy includes:</p> <ul style="list-style-type: none"> • Customers • Employees • Suppliers • Shareholders • Media • Competitors <p>The macro environment is primarily concerned with major issues and upcoming changes in the environment. The acronym for the macro analysis is “STEEP.” The five areas of interest are:</p> <ul style="list-style-type: none"> – Socio-Cultural and Demographics – Technology – Economic Conditions – Ecology and Physical Environment – Political and Legal • 		10 Minutes
Q13	<p>1. Economic Growth and Development:</p> <p>Every five-year plan had a growth target that had to be achieved by the end of the planning period. In order to bring about an improvement in standard of living of the people, the per capita income has to rise. A rise in per capita income is necessary to overcome the problems of poverty and its effects.</p> <p>2. Increase in Employment:</p>		

The developing economies generally suffer from open unemployment and disguised unemployment. India is no exception to it. Slow growth of the agricultural sector and lack of investments in the industrial sector are major causes for high levels of unemployment in the country. Measures have been taken in every five- year plan to create employment opportunities, thereby, increasing labor productivity.

3. Increase in Investment:

Economic growth cannot be achieved unless adequate investments are made to bring about an increase in output capacity. Investments help in creating employment opportunities. One of the objectives of planning is, thus, to push up the rate of investment to ensure smooth flow of capital to various sectors of the economy.

4. Social Justice and Equity:

The five-year plans also focused on reducing inequalities in the distribution of income in order to ensure social justice. Prevalence of inequalities in the economy results in exploitation of the poor wherein the rich become richer and the poor become poorer.

5. Balanced Regional Development:

In India, there exists a wide gap in the development of different states and regions. While Gujarat, Tamil Nadu, Maharashtra etc., enjoy high levels of development, there are states like Bihar, Odisha, Nagaland etc., which remain backward. Planning aims at bringing about a balanced regional development by diverting more resources to the poor and backward regions.

6. Modernisation:

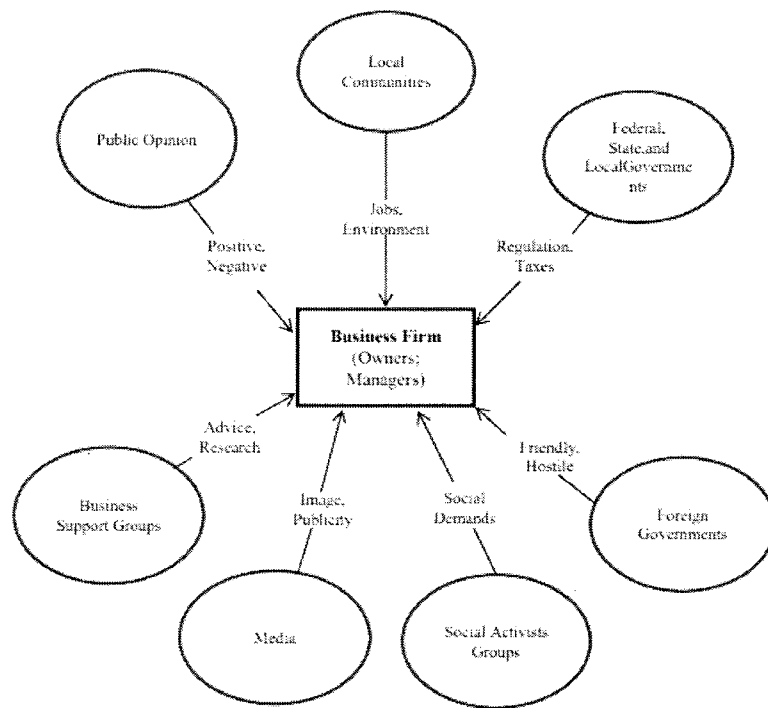
	<p>Modernisation refers to a shift in the composition of output, innovation and advancement in technology. Modernisation helps an economy to advance at a faster pace and compete with the developed nations of the world. The objective of planning is to encourage and incentivise investments into various sectors of the economy, especially the industrial sector, to help them adopt new technologies and thus, increase efficiency.</p>		
A14	<ul style="list-style-type: none"> • The social responsibility of a business refers to such decisions and activities of a business firm which provide for the welfare of the society as a whole along with the earning of profit for the firm. • The concept of social responsibility is also based on the idea that anything good done by a business firm for the society is good for the business itself in the long run. • Public Image - The activities of business towards the welfare of the society earn goodwill and reputation for the business. The earnings of business also depend upon the public image of its activities. People prefer to buy products of a company that engages itself in various social welfare programmes • Government Regulation - The business firm should engage itself in maintaining a pollution free environment. • Survival and Growth - Business utilizes the available resources like power, water, land, roads, etc. of the society. So it should be the responsibility of every business to spend a part of its profit for the welfare of the society. 		

<p>#15</p>	<ul style="list-style-type: none"> • (2) Business Uses Society's Resources: • (4) Moral Justification: • (1) Long-term Interest of Business: • 5. Govt Intervention <p>(3) Social Responsibility:</p> <ul style="list-style-type: none"> • 		
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Part C

(2 x 20 = 40 Marks)

Q No	<p>• In the simplest terms, a society may be defined as a group of people who share a particular territory and a common culture.</p> <p>Solution</p> <p>Primary Interaction and Secondary Interaction</p>	Scheme of Marking	Max. Time require for each Question
<p>#16</p>	<p>Business's Primary Interactions with Society</p>		<p>25</p>



Business's Secondary Interactions with Society

2/17

NITI stands for “**National Institution for Transforming India**”. It is the country’s premier policy-making institution which is expected to bolster the economic growth of the country. It aims to construct a strong state that will help to create a dynamic and strong nation. This helps India to emerge as a major economy in the world. The NITI Aayog’s creation has two hubs called “**Team India Hub**” and “**Knowledge and Innovation Hub**”.

- The active participation of States in the light of national objectives and to provide a framework ‘national agenda’.
- To promote cooperative federalism through well-ordered support initiatives and mechanisms with the States on an uninterrupted basis.
- To construct methods to formulate a reliable strategy at the village level and aggregate these gradually at higher levels of government.
- Economic policy that incorporates national security interests.
- To pay special **consideration** to the sections of the society that may be at risk of not profiting satisfactorily from economic progress.
- To propose strategic and long-term policy and programme frameworks and initiatives, and review their progress and their effectiveness.
- To grant **advice and** encourage partnerships between important stakeholders and national- international Think Tanks, as well as educational and policy research institutions.
- To generate a knowledge, innovation and entrepreneurial support system through a shared community of national and international experts, etc.

- To provide a platform for resolution of inter-sectoral and inter-departmental issues in order to speed up the accomplishment of the progress agenda.
- To preserve a state-of-the-art Resource Centre, be a repository of research on good governance and best practices in sustainable and equitable development as well as help their distribution to participants.
- To effectively screen and assess the implementation of programmes and initiatives, including the identification of the needed resources to strengthen the likelihood of success.
- To pay attention to technology improvement and capacity building for the discharge of programs and initiatives.
- To undertake other necessary activities in order to the implementation of the national development agenda, and the objectives.

Globalization

- Globalization is a process in which attempts are made by the different countries in the world to allow, labor technology, investments etc. **free flow of goods and services**
- In 1991 industrial policy, India adopted a soft attitude towards foreign companies to do their business in India in order to promote competition.
- It also committed itself to abolish or reduce the tariff on import of commodities.
- On the other hand, India also adopted policies to promote exports.
- The government also allowed foreign companies to hold 51 percent share or more in case of their collaboration with Indian companies so that they can function freely and as the owner

Make in India is a major new national programme of the Government of India designed to facilitate investment, foster innovation, enhance skill development, protect intellectual property and build best in class manufacturing infrastructure in the country. The primary objective of this initiative is to attract investments from across the globe and strengthen India's manufacturing sector. It is being led by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce and Industry, Government of India. The Make in India programme is very important for the economic growth of India as it aims at utilising the existing Indian talent base, creating additional employment opportunities and empowering secondary and tertiary sector. The programme also aims at improving India's rank on the Ease of Doing Business index by eliminating the unnecessary laws and regulations, making bureaucratic processes easier, making the government more transparent, responsive and accountable.

Stock Exchange

- **The stock exchange is a virtual market where buyers and sellers trade in existing securities. It is a market hosted by an institute or any such government body where shares, stocks, debentures, bonds,**

futures, options, etc are traded. A stock exchange is a meeting place for buyers and sellers.

- India has two major stock exchanges - the National Stock Exchange of India (NSE) and the Bombay Stock Exchange of India (BSE). Most of the share trading in the Indian equity market takes place on these two stock exchanges.
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- Out of all the listed firms on the BSE, only about 500 firms constitute more than 90% of its market capitalization; the rest of the crowd consists of highly illiquid shares.



Roll No

**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF COMMERCE

END TERM FINAL EXAMINATION

Semester: Odd Semester: 2019-20

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Program & SEM: B.COM, B.COM (Hons) & I

Date: 07 January 2020

Time: 1:00 PM to 4:00 PM

Max Marks: 100

Weightage: 50%

Instructions:

(i) Read the all questions carefully and answer accordingly.

Part A [Memory Recall Questions]

Answer all the Questions. Each Question carries 2 marks.

(10Qx2M=20M)

1. Define "Trademarks". (C.O.No.4) [Knowledge]
2. What are the three Elements of Political Legal Environment? (C.O.No.4) [Knowledge]
3. What is the role of culture in Business? (C.O.No.3) [Comprehension]
4. Define "Society". (C.O.No.3) [Knowledge]
5. Expand: - (C.O.No.2) [Knowledge]
 - A) NITI Ayog
 - B) EXIM policy.
6. What do you mean by Internal Environment in Business? (C.O.No.1) [Knowledge]
7. List out any two factors of Micro Environment? (C.O.No.1) [Knowledge]
8. List out any two objectives of EXIM policy. (C.O.No.5) [Knowledge]
9. Highlight any two important features of Mixed Economy? (C.O.No.2) [Comprehension]
10. Define "Patent". (C.O.No.4) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each Question carries 8 marks.

(5Qx8M=40M)

11. What are all the objectives of Business in a Society? (C.O.No.1) [Comprehension]
12. Explain briefly about macro & micro environment. (C.O.No.1) [Comprehension]

Semester: 1

Course Code: COM 103

Course Name: BUSINESS ENVIRONMENT AND POLICY

Branch: B.COM, B.COM (HONS)

Date: 7TH Jan 2020

Time: 3 Hour 1pm to 4pm

Max Marks: 100

Weight age: 50%

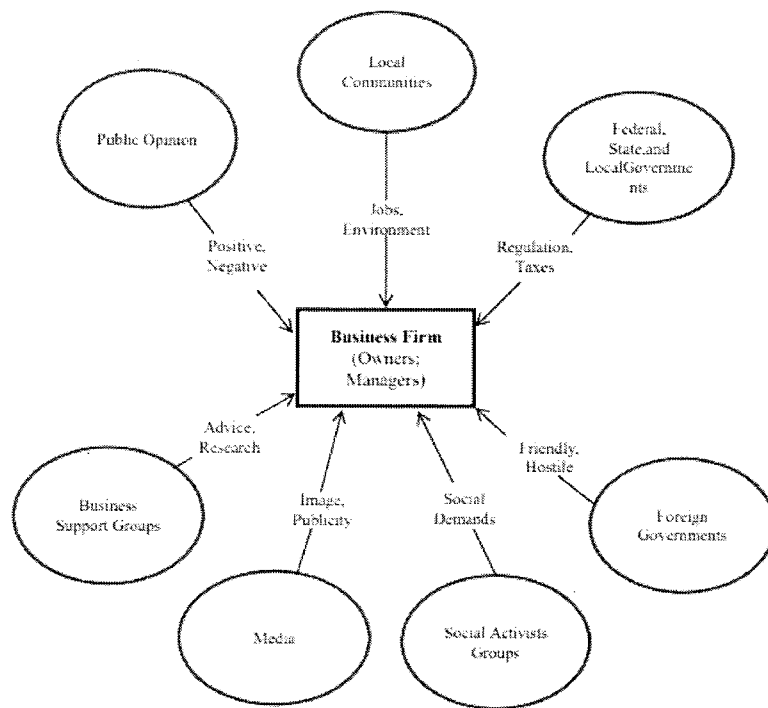
Extract of question distribution [outcome wise & level wise]

Q.NO.	C.O.NO	Unit/Module Number/Unit /Module Title	Memory recall type [Marks allotted] Bloom's Levels			Thought provoking type [Marks allotted] Bloom's Levels			Problem Solving type [Marks allotted]			Total Marks
			K			C			A			
1	CO 4	Module 4								A		2
2	CO 4	Module 4	K									2
3	CO 3	Module 3				C						2
4	CO 3	Module 3	K									2
5	CO 2	Module 2	K									2
6	CO 1	Module 1	K									2
7	CO 1	Module 1	K									2
8	CO 5	Module 5	K									2
9	CO 2	Module 2				C						2
10	CO 4	Module 4	K									2
Part b 1	CO 1	Module 1				C						08

2	<p><i>1) Government</i></p> <p><i>2) Legal</i></p> <p><i>3) Political</i></p>	2x1=2	2minutes
3	<ul style="list-style-type: none"> • The work culture unites the employees who are otherwise from different back grounds, families and have varied attitudes and mentalities. • The work culture promotes healthy relationship amongst the employees. No one treats work as a burden and moulds himself according to the culture. 	2x1=2	2minutes
4	<ul style="list-style-type: none"> • In the simplest terms, a society may be defined as a group of people who share a particular territory and a common culture. 	2x1=2	2minutes
5	<p>the NITI stands for "National Institution for Transforming India".</p> <p>Export Import Policy or better known as Exim Policy</p>	2x1=2	2minutes
6	<p>Internal environment contains the owner of the business, the shareholders, the managing director, the non-managers, employees, the customers, the infrastructure of the business organization, and the culture of the organization. It includes 6 Ms i.e.</p>	2x1=2	2minutes
7	<ul style="list-style-type: none"> • Customers • Employees • Suppliers • Shareholders • Media • Competitors 	2x1=2	2minutes
8	<p>To establish framework for globalization</p> <p>To promote productivity, competitiveness</p> <p>To increase exports</p> <p>Quality consumer products at reasonable prices</p>	2x1=2	2minutes
9	<p>Coexistence of All Sectors</p> <p>Individual Freedom:</p>	2x1=2	2minutes

	<p>7. Service to society</p> <p>8. Good corporate citizenship</p>		
Q/2	<p>Micro environmental factors, internal factors close to a business that have a direct impact on its strategy includes:</p> <ul style="list-style-type: none"> • Customers • Employees • Suppliers • Shareholders • Media • Competitors <p>The macro environment is primarily concerned with major issues and upcoming changes in the environment. The acronym for the macro analysis is “STEEP.” The five areas of interest are:</p> <ul style="list-style-type: none"> – Socio-Cultural and Demographics – Technology – Economic Conditions – Ecology and Physical Environment – Political and Legal • 		10 Minutes
Q/3	<p>1. Economic Growth and Development:</p> <p>Every five-year plan had a growth target that had to be achieved by the end of the planning period. In order to bring about an improvement in standard of living of the people, the per capita income has to rise. A rise in per capita income is necessary to overcome the problems of poverty and its effects.</p> <p>2. Increase in Employment:</p>		

	<p>Modernisation refers to a shift in the composition of output, innovation and advancement in technology. Modernisation helps an economy to advance at a faster pace and compete with the developed nations of the world. The objective of planning is to encourage and incentivise investments into various sectors of the economy, especially the industrial sector, to help them adopt new technologies and thus, increase efficiency.</p>		
A14	<ul style="list-style-type: none"> • The social responsibility of a business refers to such decisions and activities of a business firm which provide for the welfare of the society as a whole along with the earning of profit for the firm. • The concept of social responsibility is also based on the idea that anything good done by a business firm for the society is good for the business itself in the long run. • Public Image - The activities of business towards the welfare of the society earn goodwill and reputation for the business. The earnings of business also depend upon the public image of its activities. People prefer to buy products of a company that engages itself in various social welfare programmes • Government Regulation - The business firm should engage itself in maintaining a pollution free environment. • Survival and Growth - Business utilizes the available resources like power, water, land, roads, etc. of the society. So it should be the responsibility of every business to spend a part of its profit for the welfare of the society. 		



Business's Secondary Interactions with Society

17

NITI stands for “**National Institution for Transforming India**”. It is the country’s premier policy-making institution which is expected to bolster the economic growth of the country. It aims to construct a strong state that will help to create a dynamic and strong nation. This helps India to emerge as a major economy in the world. The NITI Aayog’s creation has two hubs called “**Team India Hub**” and “**Knowledge and Innovation Hub**”.

- The active participation of States in the light of national objectives and to provide a framework ‘national agenda’.
- To promote cooperative federalism through well-ordered support initiatives and mechanisms with the States on an uninterrupted basis.
- To construct methods to formulate a reliable strategy at the village level and aggregate these gradually at higher levels of government.
- Economic policy that incorporates national security interests.
- To pay special **consideration** to the sections of the society that may be at risk of not profiting satisfactorily from economic progress.
- To propose strategic and long-term policy and programme frameworks and initiatives, and review their progress and their effectiveness.
- To grant **advice and** encourage partnerships between important stakeholders and national- international Think Tanks, as well as educational and policy research institutions.
- To generate a knowledge, innovation and entrepreneurial support system through a shared community of national and international experts, etc.

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