

**Vidya Vikas Mandal's**  
**Shree Damodar College of Commerce & Economics, Margao-Goa**  
**Post-Graduate Dept. of Commerce**  
**M.Com, Semester –I, Semester End Examination, February 2022**  
**COC 123: Business Environment & International Trade(0A-18A)**

**Duration: 3hrs**

**Max Marks: 60**

**Instructions:**

1. This paper consists of **Nine** Questions carrying **Equal** marks.
2. Question No.1 consists of **5 Compulsory** Questions of **2 Marks Each**.
3. Answer any **5** questions from Question **2,3,4,5,6,7,8 and 9**.
4. **Each** question carries **10** marks. Figures to the **right** indicate marks.

**Q.1 Answer the following in 50-80 words each**

**(5x2=10)**

- a. Significance of environment analysis
- b. Write a short note industrial policy
- c. Explain need of Indian ethos
- d. Social audit
- e. What is meant by transfer of technology

**Q.2** Within the rapidly changing global picture, marketers must monitor major external environmental forces which will help marketers to identify trends and megatrends in the competitive market. Discuss. **10**

**Q.3** Industrial units in the private sector should be fitted into the frame work of social and economic policies of the State. In the light of the above statement, discuss the recent contributions of the private sector to the growth of the country with relevant examples. **10**

**Q.4** Social audit process is action-oriented, and strong emphasis is placed on building the capacity and commitment of all key stakeholders to consider, analyze, and take responsibility for implementing any measures they recommend. Discuss. **10**

**Q.5** Technologies compete with each other. Business should take into account the accelerating pace of technological change, opportunities for innovation and varying R&D

budgets. In the light of the above statement, discuss the impact of technology on the business with illustrations. 10

**Q.6 a.** What is the role of WTO in International Trade? 04

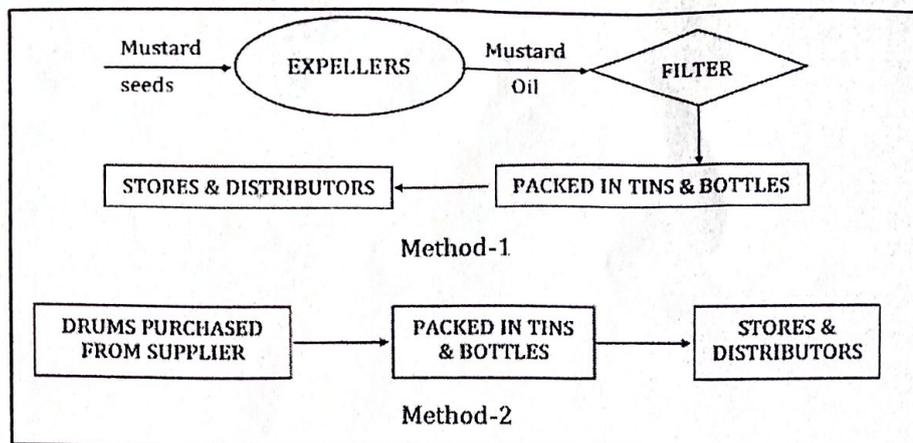
b. Discuss any 3 recent MOUs/Agreements initiated by GOI to boost the economic growth of the country. 06

**Q.7** According to Swiss national Bank (SNB) data, India's funds in Swiss banks climb to Rs.20,700 crore in 2020, the figure to the highest level in 13 years. In the light of the above data, explain in detail the implications of parallel economy. 10

**Q.8** Elucidate the role of NITI Aayog as planning commission of India and state the recent developments. 10

**Q.9** Read the passage and answer the following. 10

Mr. Saran Prasad is a resident of Punjab, India. He is in the business of manufacturing washing soap and edible mustard oil. Both are sold in the market through their own retail stores and through distributor network. Their products are well known in the market for their quality. Their retail stores were started by his grandfather. Subsequently his father also managed the same business which is now 30 years old. The brand name of washing soap is "Bright". Washing soap business is doing well. There are two brands in mustard oil viz., "Krishna" and "Rama". Krishna brand is more popular as compared to Rama. It is in the mustard oil business; Mr. Prasad is facing an ethical dilemma. Mr. Prasad produces oil from the mustard seeds as shown in [Fig-1] below.



The local seeds this year are yielding greenish / blackish oil, resulting in loss of demand from the market. Procurement of mustard oil seeds from states like Rajasthan and processing them is a costlier option. The production is affected by the power situation. Production capacity of the unit is 15 tins / day but due to power shedding it is reduced to even 5 to 7 tins sometimes. Production is proving to be costlier than trading. The brands produced by them do not have egg mark. The tins in local market are sold for \$30 with egg mark and \$25 without egg mark Entire production is consumed within district and customers also come to unit to purchase loose oil. The oil from tankers (30 drums / 5 tons) is tested manually by the supplier. In the absence of laboratory the testing of oil from tanker is not done again. The nearest oil testing facility is 140 kilometers away. Lately, the margins are increasing on the sale of oil from tankers than their own production facility. How to increase profitability? There are many manufacturing units of Mustard oil in that district. They all blend mustard oil to reduce cost. The soybean oil from USA which is yellow and odor less is imported and is mixed with mustard oil. All the units in that area are following this practice. This blending of oils reduces the production cost. Some units also do not do billing properly. This results in avoidance of VAT. The dilemma faced by Mr. Saran Prasad is whether he also should stop billing and start blending mustard oil like everybody else?

### QUESTIONS

- What is Ethical Dilemma.
- Identify the factors leading to ethical dilemma in this case.
- Give advice to Mr. Prasad so that he may run the business ethically & profitably in the long term.
- What are your views about growing concern for ethics in the society today.

\*\*\*\*\* BEST WISHES \*\*\*\*\*