

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
Post-Graduate Dept. of Commerce
M.Com, Semester –I, Special Examination, March 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)

- i. Directive principles
- ii. Explain any two objectives of NITI Aayog
- iii. Consumerism
- iv. GATT
- v. Parallel economy

Q.2 The task environment includes the actors engaged in producing, distributing, and promoting the offering. Discuss in detail the factors involved in task environment. **10**

Q.3 All the business operation and activities are directly influenced by the economic policies of the government, these policies are changed from time to time in view of changing requirements of present economic scenario and political expediency. Discuss. **10**

Q.4i. What positive ethical values do we make the focal point of our culture. **05**

ii. Is there more unethical behavior in government than in business. **05**

Q.5 i. Explain India's foreign trade policy. **04**

ii. Globalization of economic activity has been closely linked with the development and establishment of the international trade linkages. Discuss. **06**

- Q.6 Explain why it is necessary to view changing technology and product innovation as a management process. 10
- Q.7 Discuss the functions and basic principles of UNCTAD. 10
- Q.8 What is social audit and what is its relevance for business organization. 10
- Q.9 Choose a company in the social media industry or a chain in the fast-food industry. conduct a multilevel environmental analysis, describing the major variables involved, the relative impact of specific threats and opportunities, and the critical environmental factors to be considered. 10

***** BEST WISHES *****