

[22-HKPD1SN-23A]

DSM/DHRM/PGDHRM/PGDSM/MCOM
1st Semester (New) Exam. 2022 (W)

(*Business Environment*)

[PGCM/PGDSM/PGDHRM S1-03]

Full Marks : 70/80

Time : 3 hours

The figures in the right-hand margin indicate marks.

[Learners admitted in and after 2020 need to answer only Q.No. 1 to Q.No. 4 (total 70 marks)]

1. Answer any *five* from the following questions (each in around 50 words): $2 \times 5 = 10$
 - (a) Discuss any two features of business.
 - (b) Discuss two advantages of privatization.
 - (c) Discuss the advantages of registration of a trade mark.
 - (d) State two functions of capital market.
 - (e) Discuss the benefits of worker's participation in management.
 - (f) Discuss two characteristics of economic planning.

2. Answer any *four* of the following questions (each in around 120 words): $3 \times 4 = 12$
 - (a) Discuss the significance of GATT in the context of present trends in international trade and business.

(2)

- (b) Discuss certain measures to minimise the problems of public sector enterprises in India.
- (c) Discuss the impact of Information Technology on business environment.
- (d) Discuss how corporate social responsibility can uplift the customers and the employees of a corporate house.
- (e) Discuss how under-utilization of production capacity leads to industrial sickness of a production unit.

3. Answer any *four* of the following questions (each in around 250 words): $6 \times 4 = 24$

- (a) Discuss the role of economic environment in business decision-making in the context of current Indian business environment.
- (b) As a business manager, discuss the challenges of small-scale industries and suggest certain measures to overcome the challenges. $3+3 = 6$
- (c) Define money market. Discuss the features of Indian Money Market. $2+4 = 6$
- (d) Suggest certain measures for ensuring smooth industrial relations in industries.
- (e) Discuss the role of multinational corporations in international business.

4. Answer any *three* of the following questions (each in around 300 words): $8 \times 3 = 24$

- (a) Discuss the different types of business environment that a business manager need to take into account while making business-decisions. Write your answer by focusing on the nature of control that business managers have over business environment and vice versa.
- (b) What is corporate governance ? Discuss its importance. $2+6 = 8$
- (c) Discuss the internal causes and consequences of industrial sickness.
- (d) Discuss the emerging trends in natural environment. How natural environment influence the business decisions ? $3+5 = 8$

(3)

(Q. No. 5 is only for learners admitted before 2020)

5. Answer any *one* of the following questions (in around 350 words): $10 \times 1 = 10$

- (a) What is capital market ? Discuss the features of capital market. $4+6 = 10$
- (b) Discuss the importance of international business.