



U8051

Reg. No.:

Name:.....



University of Kerala
First Semester Degree Examination, November 2024
Four Year Under Graduate Programme
Discipline Specific Core Course

COMMERCE

UK1DSCCOM103 - DYNAMICS OF BUSINESS ENVIRONMENT

Academic Level: 100-199

Time:2 Hours

Max. Marks:56

Part A.

Answer All Questions, Objective Type. 1 Mark Each

(Cognitive Level: Remember/Understand)

6 Marks. Time: 5 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
1.	Which of the following is a primary objective of export promotion? A. Increasing Domestic Consumption B. Enhancing Foreign Exchange Earnings C. Reducing Production Costs D. Limiting International Competition	Remember	CO 4
2.	What does the “S” in SWOT analysis stand for A Solutions B Strengths C Strategies D Systems	Remember	CO 1
3.	Which of the following is considered as an internal factor in business environment? A. Market Trends B Company Culture C Economic Conditions D All the above	Understand	CO 1
4.	Which of the following is a primary objective of CSR? A Maximise Profits for Shareholders B To Ensure Compliance with Government Regulations C To Contribute Positively to Society and the Environment D To Minimise Operational Costs	Understand	CO 2
5.	Which organisation replaced GATT in 1995? A WTO B IMF C World Bank D UNCTAD	Understand	CO4
6.	Which of these is a consumer right mentioned in the Consumer Protection Act, 1986? A Right to safety B Right to choose C Right to Consumer education D All of the above	Understand	CO 3

Part B.
Answer All Questions, Two-Three sentences. 2 Marks Each.
(Cognitive Level: Understand/Apply)
10 Marks. Time: 20 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
7.	What do you mean by Business Environment?	Understand	CO 1
8.	Discuss the impact of political environment on business.	Understand	CO 1
9.	Mention the role of international trade in economic development.	Apply	CO 4
10.	Describe the scope of WTO	Apply	CO 4
11.	Write a note on the scope of NDC	Apply	CO 2

Part C.
Answer all 4 questions, choosing among options within each question.
Short Answer. 4 Marks Each. (Cognitive Level: Understand/Apply/Analyse)
16 Marks. Time: 35 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
12	What are the reasons for the growing concern for social responsibility? OR Describe the achievements of Economic Planning in India.	Understand	CO 3
13	“Economic conditions affect business”- Elaborate OR Elucidate the factors of economic environment.	Apply	CO 2
14	How can a company adapt its strategies to effectively respond to changes in its business environment? OR Analyse the nature of economic reforms in India	Analyse	CO 2
15	Examine the impact of Globalization on indigenes industries OR Elucidate the role of WTO in International Trade	Analyse	CO 4

Part D.
Answer all 4 questions, choosing among options within each question.
Long Answer. 6 Marks Each.(Cognitive Level: Understand/Apply/Analyse)
24 Marks. Time: 60 Minutes

Qn. No.	Question	Cognitive Level	Course Outcome
16.	A. Explain the micro environmental factors of business OR B. Describe the external environmental factors of business	Understand	CO 1
17.	A. Elaborate the new economic policy and its impact in Indian economy. OR B. How does NITI Ayog influence India's economy?	Apply	CO 2
18.	A. Examine the scope of GST OR B. Analyse the scope of FEMA	Analyse	CO
19.	A. What factors should a company consider before expanding into international markets? How can they impact its success? OR B. Critically examine the challenges of International Business.	Analyse	CO 4