

Q.P. Code : 34162

**First Semester B.Com.(A & F) Degree Examination,
November/December 2019**

(CBCS – New Scheme - Freshers)

Commerce

Paper 1.4 – BUSINESS ENVIRONMENT AND MANAGEMENT

Time : 3 Hours]

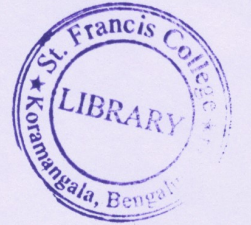
[Max. Marks : 70

Instructions to Candidates : Answers should be completely in English.

SECTION – A

Answer any **FIVE** of the following sub-questions. Each sub-question carries **2** marks : **(5 × 2 = 10)**

1. (a) What is Fiscal policy?
- (b) Name any two external factors having impact in Business.
- (c) Who is the father of Scientific Management?
- (d) What is Crisis Management?
- (e) Mention any two essential features of Talent Management?
- (f) What is Human Resource planning?
- (g) Differentiate between plan and program.



SECTION – B

Answer any **THREE** of the following questions. Each question carries **5** marks : **(3 × 5 = 15)**

2. Give a brief note on influence of natural environment on Business.
3. What are the various features of Direction?
4. Write a short note on the relationship between planning and co-ordination.
5. What are the characteristics of Indian economy?

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SECTION - C

Answer any **THREE** of the following questions. Each question carries **15** marks :
(3 × 15 = 45)

6. Explain on how technology has impacted the society on various levels.
7. What are the different types of plans? Explain each with a situation example.
8. Explain the 14 principles of management with suitable examples and its application.
9. Comment on the fact of intervention of govt. in business functioning.

