Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_



**UNIVERSITY**

(Karunya Institute of Technology & Sciences)

(Declared as Deemed-to-be University under Sec.3 of the UGC Act, 1956)

**End Semester Examination – April/May– 2017**

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| **Code :** | **14MS2003** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS ENVIRONMENT** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| Q. No. | Sub Div. | Questions | Course  Outcome | Marks |
| 1. |  | Brief about Monetary Policy and its instruments. | CO2 | 20 |
| (OR) | | | | |
| 2. |  | Describe about the structure of Budget and enumerate the different sources of revenue to the Union. | CO2 | 20 |
| 3. |  | What do you undertand by the term demographic environment? Explain the importance of Demographic environment. | CO3 | 20 |
| (OR) | | | | |
| 4. |  | Explain in detail the economic roles of the government. | CO3 | 20 |
| 5. |  | Describe the different stages of environmental analysis and various techniques for environmental analysis. | CO1 | 20 |
| (OR) | | | | |
| 6. |  | What are the different stages of Technology cycle? | CO3 | 20 |
| 7. |  | Why do you have to know about International Environment to expand the business operations? | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | List out the Limitations of environmental Forecasting. | CO2 | 10 |
|  | b. | Describe in detail the benefits of environmental analysis. | CO2 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | What are the different factors that effect social and cultural environment? | CO3 | 10 |
|  | b. | Explain the importance of Organizational Culture. | CO3 | 10 |

ALL THE BEST