



Reg. No.:

Name:

University of Kerala

First Semester FYUGP Degree Examination, December 2025

Discipline Specific Core Course

COMMERCE

UK1DSCCOM103 - Dynamics of Business Environment

Academic Level: 100-199

2024 Admission onwards

Time: 2 Hours(120 Mins)

Max. Marks: 56

Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	Which of the following is a component of the micro environment? Options : A)Competitors B)Legal System C)Demographic forces D)Technology	RE	1
2	Quantity restriction in international business is known as Options : A)Tariffs B)Quotas C)Duties D)Cess	RE	4
3	Globalization mainly signifies: Options : A)Eliminating technological changes B)Increasing integration of world economies C) Reducing foreign investments D)Restricting trade between nations	UN	4
4	Partnership Act came into existence in Options : A)1942 B)1932 C)1962 D)2002	UN	1
5	In a mixed economy, ownership of resources is discovered as Options : A)entirely public B)entirely private C)mix of public and private D)held by foreign investors only	UN	2
6	GST was introduced in India in	UN	3

Qn No.	Question	CL	CO
	Options : A)2007 B)2017 C)2014 D)2015		

Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions

Qn No.	Question	CL	CO
7	Describe the term Macro environment.	UN	1
8	Define business environment and state its significance.	UN	1
9	Mention the role of NITI Ayog in development of our country.	AP	3
10	Demonstrate the importance of Social Audit.	AP	3
11	State any two differences between Domestic Business and International Business.	AP	4

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

Qn No.	Question	CL	CO
12	A) List out the major functions of NITI AYOOG. OR B) Apply the components of macro environment to show how social and technological factors shape business operations.	AP	2, 2
13	A) Explain LPG and its impact on Indian economy. OR B) Give an overview of different types of economic policies.	AP	2, 2
14	A) Write a short note on functions of WTO. OR B)	AN	4, 4

Qn No.	Question	CL	CO
	Analyze the factors that make international business more complex and dynamic than domestic business.		
15	<p>A) Examine the characteristics of mixed economy.</p> <p>OR</p> <p>B) Analyse the factors that determine a firm's internal environment.</p>	AN	1, 1

Part D.24 Marks. Time: 60 Minutes. (Cognitive Level : Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each. Answer all 4 questions choosing among options * within each question

Qn No.	Question	CL	CO
16	<p>A) Analyze how globalization has reshaped business opportunities and challenges for Indian companies.</p> <p>OR</p> <p>B) Compare and contrast the features of domestic and international business.</p>	AN	4, 4
17	<p>A) Evaluate the elements of social responsibility of business</p> <p>OR</p> <p>B) Discuss the challenges or barriers of international business.</p>	EV	4, 4
18	<p>A) Critically examine various components of the macro environment</p> <p>OR</p> <p>B) Critically examine the various factors affecting the business environment with examples.</p>	EV	1, 1
19	<p>A) Discuss the role of WTO in international trade.</p> <p>OR</p> <p>B)</p>	CR	4, 4

Qn No.	Question	CL	CO
	A. Describe the factors affecting international business and explain the various modes of international business.		

Model QP