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| **University of Kerala** | | |
| Discipline: Commerce |  | Time: 2 Hours (120 Mins.) |
| Course Code:UK1DSCCOM103 |  | Total Marks: 56 |
| Course Title: DYNAMICS OF BUSINESS ENVIRONMENT |  |  |
| Type of Course: DSC |  |  |
| Semester: 1 |  |  |
| Academic Level: 100-199 |  |  |
| Total Credit: 4, Theory: 4 Credit, Practical: 0 Credit |  |  |

Time**:** Part A. 6 Marks. Time: 5 Minutes

Objective Type. 1 Mark Each. Answer All Questions (Cognitive Level: Remember/Understand)

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| **Q.NO.** | **QUESTION** | **LEVEL** | **COURSE OUTCOME** |
| 1 | Which of the following is NOT a right protected under the Consumer Protection Act, 2019   1. Right to Safety 2. Right to Information 3. Right to Profits 4. Right to Redressal | Remember | CO 3 |
| 2 | When business prioritise customer satisfaction, it reflects a value system focused on;   1. Market Expansion 2. Customer Centricity 3. Cost Reduction 4. Production Innovation | Remember | CO 1 |
| 3 | A company assigns a foreign company to design and develop a business project in the foreign country is termed as  a) Joint Venture  B) Merger  C) Acquisition  D) Turn-key | Understand | CO 4 |
| 4 | Government policy relating to public expenditure is  (a) Economic Policy  (B) Financial Policy  (C) Fiscal Policy  (D) Monetary Policy | Understand | CO 2 |
| 5 | WTO came into existence in:  a) 1995  b) 2005  c) 1985  d) 2015 | Understand | CO 4 |
| 6 | The term used to denote relaxation of government control in all areas of the economy is  a) Privatisation  b) Globalisation  c) Liberalisation  d) Disinvestment | Understand | CO 1 |

**(6\*1=6)**

Part B. 10 Marks. Time: 20 Minutes

Two-Three sentences. 2 Marks Each. Answer All Questions

(Cognitive Level: Understand/Apply)

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| Q.NO. | QUESTION | LEVEL | | COURSE OUTCOME |
| 7 | What is meant by the term Business Environment? | Understand | CO 1 | |
| 8 | Why is CSR important for business? | Understand | CO 3 | |
| 9 | A manufacturer in Maharashtra sells goods worth rs.1,00,000 to a retailer within the same state. Calculate the total GST amount payable if the GST rate is 18%. How is this amount divided between CGST and SGST? | Apply | CO 2 | |
| 10 | Identify two economic factors that can influence business operations. Explain how it specifically impact decision making and operational strategies within a business? | Apply | CO 2 | |
| 11 | An Indian company is planning to export its products to African countries. What are the possible challenges? | Apply | CO 4 | |

**(5\*2=10)**

Part C. 16 Marks. Time: 35 Minutes

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

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| Q.NO. | QUESTION | LEVEL | COURSE OUTCOME |
| 12.a | What is micro environment in business? | Understand | CO 1 |
| Or | | | |
| 12.b | How do suppliers impact the micro environment of a business? | Understand | CO 1 |
| 13.a | How can small businesses grow in the current Indian economy | Apply | CO 2 |
| Or | | | |
| 13.b | How can farming business improve productivity in India? | Apply | CO 2 |
| 14.a | Analyse the role of National Development Council (NDC) in shaping Indian economy | Analyse | CO 2 |
| Or | | | |
| 14.b | Examine the role of Niti Ayog in Shaping Indian economy. | Analyse | CO 2 |
| 15.a | How do the objectives and functions of WTO influence global trade dynamics and member countries economic policies? | Analyse | CO 4 |
| Or | | | |
| 15.b | Analyse the impact of globalisation on Indian economy | Analyse | CO 4 |

**(4\*4=16)**

Part D. 24 Marks. Time: 60 Minutes

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

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| Q.NO. | QUESTION | LEVEL | COURSE OUTCOME |
| 16.a | What is social audit, and why it is important for business organisations? | Understand | CO 3 |
| Or | | | |
| 16.b | What is business ethics, and why it is important for business organisations? | Understand | CO 3 |
| 17.a | How GST is beneficial to consumers? | Apply | CO 2 |
| Or | | | |
| 17.b | How the GST regime is beneficial to state governments? | Apply | CO2 |
| 18.a | Distinguish the features of Domestic Trade and International Trade | Analyse | CO 4 |
| Or | | | |
| 18.b | Distinguish the nature of GATT and WTO | Analyse | CO 4 |
| 19.a | Analyse the impact of cultural globalisation in India | Analyse | CO 4 |
| Or | | | |
| 19.b | Examine how globalisation affects Small Businesses | Analyse | CO 4 |

**(6\*4=24)**