

Reg. No.:



Name:

University of Kerala

W7798

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	Business environment is mainly Options : A)controlled factors B)external and internal set of Forces C) government rules D)only political factors	RE	1
2	CSR stands for: Options : A)Corporate Social Reform B)Corporate Social Responsibility C)Company Service Value D)Community Service Requirement	RE	3
3	Name the organisation responsible for India's trade-related dispute settlement globally. Options : A)IMF B)WTO C)FEMA D)GATT	UN	4
4	Population size and literacy levels fall under which environment? Options : A)Economic B)Demographic C)Legal D)Political	UN	1
5	_____prepares long term economic plans in India. Options : A)SEBI B)RBI C)NITI Aayog D)WTO	UN	2
6	A company has ----- responsibility to its shareholders	UN	3

Qn No.	Question	CL	CO
	Options : A)Social B)Ethical C)Legal D)Fiduciary		

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	What is NDC?	UN	2
8	Discuss how globalization has impacted local business and economies in developing countries.	UN	4
9	Demonstrate how globalization helps consumers get better quality products at reasonable prices.	AP	4
10	Construct an overview of the mixed economy in an economic environment.	AP	2
11	Describe how social audit ensures business accountability	AP	3

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) A) Describe the role of WTO in promoting globalization. OR B) Apply the concept of economic policies to analyse India's New Economic Policy (NEP)	AP	2, 2
13	A) Apply business ethics and explain how ethical behaviour improves customer trust in a company. OR B) Explain the role of National Development Council.	AP	3, 3
14	A) Compare domestic business environment and international business environment. OR B)	AN	4, 4

Qn No.	Question	CL	CO
	Analyse the benefits and challenges of globalisation for Indian businesses.		
15	A) Analyse the role of NITI Aayog in improving economic planning in India. OR B) Analyse how economic reforms and new economic policies have influenced business development in India.	AN	2, 2

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	A) A. Analyse the significance of GST. OR B) a) Analyse the aims and objectives of NITI Aayog.	AN	2, 2
17	A) Evaluate the role of WTO in reducing trade barriers globally. OR B) Evaluate the pros and cons of globalization from the perspective of developing countries.	EV	4, 4
18	A) Evaluate the effectiveness of CSR initiatives in contributing to sustainable development. OR B) Evaluate the importance of business ethics in modern organizations.	EV	3, 3
19	A) Explain the importance of social responsibility in today's global business context. OR B) Describe the concept of social responsibility of business. Also explain the principles of social responsibility.	CR	3, 3

Qn No.	Question	CL	CO