2026

(FYUGP)

(7th Semester)

COMMERCE

(MINOR)

Paper Code : BC/M7

(Business Environment)

Full Marks : 75
Pass Marks : 40%

Time : 3 hours

The figures in the margin indicate full marks for the questions.

(PART : A—OBJECTIVE)

(*Marks* : 25)

SECTION—I

(*Marks* : 15)

Choose the correct option : 1×15=15

1. Which of the following is not a type of business environment?

(a) Economic environment

(b) Social environment

(c) Legal environment

(d) Mathematical environment

2. Internal environment includes all of the following, *except*

(a) vision and mission of a company

(b) organizational culture

(c) competitors

(d) management structure

3. SWOT analysis focuses on

(a) Strengths, Weaknesses, Opportunities and Threats

(b) Strategy, Work, Output and Targets

(c) System, Workforce, Operations and Tools

(d) Strengths, Work, Organization and Time

4. Which economic system is characterized by private ownership of means of production and a free market?

(a) Socialism

(b) Capitalism

(c) Mixed economy

(d) Communism

5. The New Economic Policy in India was launched in

(a) 1971

(b) 1981

(c) 1991

(d) 2001

6. Which of the following is considered an element of the economic environment?

(a) Political stability

(b) Social values

(c) Economic policies

(d) Cultural values

7. The Environment (Protection) Act, 1986 was enacted in the aftermath of which disaster?

(a) Chernobyl Disaster

(b) Bhopal Gas Tragedy

(c) Tsunami of 2004

(d) Floods of 1985

8. SEBI was constituted in the year

(a) 1988

(b) 1998

(c) 2008

(d) 2018

9. The Water (Prevention and Control of Pollution) Act was enacted in which year?

(a) 1972

(b) 1974

(c) 1981

(d) 1986

10. The term of patent in India after the 2005 Amendment is

(a) 10 years

(b) 15 years

(c) 20 years

(d) 25 years

11. The moral rights of authors under copyright includes

(a) right to royalty only

(b) right to claim authorship and prevent distortion of work

(c) right to sell the work permanently

(d) right to file patent of the work

12. Which of the following is an example of trademark?

(a) Formula of Coca-Cola

(b) Logo of NIKE

(c) The book, *Wings of Fire*

(d) The invention of telephone

13. Which of the following is a primary benefit of a positive business–society interaction?

(a) Increased government regulation

(b) Enhanced brand reputation and customer loyalty

(c) Higher production cost

(d) Reduced employee wages

14. Which of the following is a right of consumer?

(a) The right of a guaranteed profit

(b) The right to be heard

(c) The right to set product prices

(d) The right to manage business operations

15. A business taking steps to reduce its carbon footprint is an example of

(a) investor protection

(b) business-labour relations

(c) socio-economic objective

(d) consumer protection

SECTION—II

(*Marks* : 10)

Write short notes on any *five* of the following : 2×5=10

1. Quest
2. Fiscal policy
3. Mixed economy
4. Consumer protection
5. Trademark
6. NITI Aayog
7. Macroeconomic environment

(PART : B—DESCRIPTIVE)

(*Marks* : 50)

Answer **five** questions, taking **one** from each Unit.

UNIT—1

1. What is environmental analysis? Explain the factors that influence the internal environment of business. 3+7=10

2. Explain the techniques of environmental forecasting. 10

UNIT—2

3. What is monetary policy? Explain the instruments of monetary policy. 10

4. What led to the new economic reforms in India? Explain the new economic policy in the context of LPG. 3+7=10

UNIT—3

5. Explain the penalties, procedures for failure to comply with provisions of Air (Prevention and Control of Pollution) Act, 1981. 10

6. What led to the enactment of the Environment (Protection) Act, 1986? Explain the major provisions of the Act of 1986. 3+7=10

UNIT—4

7. Explain the objectives and scope of the Copyright Act, 1957. 10

8. What is trademark? Explain the process for registration of trademark. 10

UNIT—5

9. Explain the socio-economic objectives of business. 10

10. Write a note on the key highlights of the Consumer Protection Act, 2019. 10

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