No. of Printed Pages : 3 **MER–001**

MASTER OF ARTS

(ENTREPRENEURSHIP) (MAER)

Term-End Examination

December, 2024

MER–001 : BUSINESS ENVIRONMENT

Time : 3 Hours *Maximum Marks : 100*

Note : *Attempt any* ***five*** *questions. All questions carry equal marks.*

1. "The impact of micro environmental players vary from firm to firm in spite of belonging to the same industry." Elaborate how the impact of various components affect business decisions. 20

2. Enumerate the qualitative and quantitative aspects of Demographic environment in India. 20

3. Write short notes on any *two* of the following : 10+10

   (a) Social responsibility of business towards Shareholders and Consumers

   (b) Entrepreneurial role of Government

   (c) Monopolistic Trade Practices *vs.* Restrictive Trade Practices

   (d) Objectives and nature of Worker's Participation in Management

4. Distinguish between the following : 10+10

   (a) Money Market and Capital Market

   (b) Economic Growth and Economic Development

5. Explain how state level institutions have helped small scale industries in their development programmes. 20

6. Discuss various forms that privatisation of public enterprise can take. Which one do you consider the most effective and why ? 20

7. Explain the following business laws : 4×5=20

   (a) The Law of Contract

   (b) Sales of Goods Act, 1930

   (c) Indian Partnership Act, 1932

   (d) Negotiation Instruments Act, 1981

8. What do you mean by Business Environment ? Discuss its significance in context of business. 20

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