

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2016

BU 1503/BU 1501 – BUSINESS ENVIRONMENT

Date: 03-05-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION - A

(10*2=20)

Answer **ALL** questions

1. Give the meaning of strategic management process.
2. What is WOTS-UP analysis?
3. What are fundamental duties?
4. Define 'consumer'.
5. What are Economic parameters?
6. What is meant by economic system?
7. Bring out the dimensions of human development index.
8. What is development index?
9. Comment on cultural shock.
10. Write a note on the Most Favoured Nation clause.

SECTION - B

(4*10=40)

Answer any **FOUR** questions

11. Briefly explain the occasions in which directive principles of state policy influence business.
12. Enumerate the salient features of Environment Protection Act.
13. Write an essay on the merits and demerits of five year planning. Give a brief note on the current status of planning commission.
14. Bring out the demographic factors that affect business.
15. Explain any four regional trading blocs.
16. Explain the objectives of Competition Act.
17. Describe the features of TRIPs and TRIMs.

SECTION - C

(2*20=40)

Answer any **TWO** questions

18. Bring out the arguments for and against social responsibilities of business?
19. Discuss the positive and negative effects of globalization on different sectors in India.
20. Critically analyze different economic systems with a focus on India.
21. Explain different approaches and the process of environmental analysis.
