



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2017

BU 1503- BUSINESS ENVIRONMENT

Date: 26-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer all the questions

(10 x 2 = 20 Marks)

1. Define Business Environment.
2. State the techniques of environmental analysis.
3. Mention the objectives of environment Protection Act 1986.
4. What is meant by political environment?
5. What is an Economic system?
6. Mention the merits of urbanization.
7. What is cultural transmission?
8. Mention the characteristics of joint family system.
9. Define globalization.
10. State the objectives of the WTO.

SECTION – B

Answer any FOUR questions

(4 x 10 = 40 Marks)

11. Explain the main elements of macro environment.
12. How does technology affect the environment?
13. Describe the role of business in preventing environmental pollution.
14. What are the basic features of capitalism? Explain its merits and demerits?
15. Explain the significance of economic planning in a country like India.
16. Explain in brief cultural traits and their impact on business.
17. Explain the main principles of GATT.

SECTION – C

Answer any TWO questions

(2x 20 = 40 Marks)

18. Explain the various components of business environment.
19. Discuss the implications of growth in per capita income for business.
20. Explain the case for and against social responsibility of business.
21. Describe the various strategies in globalisation.
