

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2018

BU 1503/BU 1501 – BUSINESS ENVIRONMENT

Date: 26-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION- A

ANSWER ALL THE QUESTIONS:

(10X2=20 Marks)

1. Define the term ‘ Business Environment’.
2. What is Macro Environment of Business?
3. What are Fundamental Rights?
4. What is meant by Consumerism?
5. What is an Economic System?
6. Define ‘National Income’.
7. What do you mean by the term ‘Culture’?
8. Define the term ‘Social Responsibility of a Business’.
9. Define Globalisation.
10. Define ‘Ethics’.

SECTION - B

ANSWER ANY FOUR QUESTIONS:

(4X10=40 Marks)

11. Explain in detail about SWOT Analysis.
12. What is the function of a State in shaping the Business Environment?
13. Bring out the basic objectives of Economic Planning in India.
14. Analyse the Responsibilities of business towards its employees.
15. Give five advantages and disadvantage of Globalization with reference to India.
16. What are the merits and limitations of GATT?
17. What do you mean by ‘Cultural Adaption’ by business? Explain its with Indian context.

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2X20=40 Marks)

18. Explain the various competitive forces affecting the business and its environment.
19. What are the various types of Economic System? Explain it with its merits and demerits in brief.
20. Discuss about the functions of W.T.O.
21. Mention the important legislations to protect the interest of consumers.
