



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2011

BU 1501 - BUSINESS ENVIRONMENT

Date : 10-11-2011
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions:

(10 x 2 = 20 marks)

1. Define Business Environment.
2. Why environmental analysis is needed?
3. Bring out the meaning of Capitalism.
4. Explain the Economic Policy.
5. List the fundamental rights enumerated in the constitution of India.
6. Define Business Ethics.
7. Write the meaning of partnership deed.
8. Give the two objectives of MRTP Act.
9. What is meant by ecology?
10. What do you mean by globalization?

PART – B

Answer any FIVE questions:

(5 x 8 = 40 marks)

11. Analyse the role of the Government in the furtherance of Business.
12. Explain the various components of Business Environment.
13. What is Mixed Economy? Point out its merits and demerits.
14. State the objectives of Economic Planning in India.
15. Describe the features of capitalism.
16. Briefly describe about the SWOT Analysis.
17. What remedies are available to a Consumer under the Consumer Protection Act 1986?
18. Discuss the principles of Business Ethics.

PART – C

Answer any TWO Questions:

(2 x 20 = 40 marks)

19. Define Social Responsibility. Why is Social responsibility important for business?
20. What are the objectives of WTO? Briefly explain how WTO is a threat to Indian Industry.
21. Discuss the macro environmental factors affecting business.

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