



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIRST SEMESTER – NOVEMBER 2014**

**BU 1503 - BUSINESS ENVIRONMENT**

Date : 10/11/2014  
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer **ALL** questions:

**(10x2=20)**

1. Give the meaning of 'micro environment'.
2. What is strategic management?
3. State whether our fundamental rights are limited or not.
4. List out the objectives of Competition Act.
5. What is meant by 'economic system'?
6. What is deficit financing?
7. Define 'human development index'.
8. State any two positive impacts of foreign culture on Indian culture.
9. Comment on 'Globalization and technology transfer'.
10. Give the meaning of 'business ethics'.

**PART – B**

Answer any **FOUR** questions:

**(4x10=40)**

11. Explain SWOT analysis of environment.
12. Comment on the directive principles of state policy that affect economics and business.
13. What are economic parameters? Explain.
14. Discuss the demographic environment and demographic dividend in India.
15. What do you know about TRIMs and TRIPs?
16. Comment on the last few five years plans and the current status of planning commission.
17. Write on the impact of globalization on Indian economy.

**PART – C**

Answer any **TWO** questions:

**(2x20=40)**

18. Explain the organizational structure of consumer courts and their functions.
29. Describe the social responsibilities of business towards its stakeholders.
20. a. Discuss the merits and demerits of trading blocs. – 10 marks  
b. Give in detail any five trading blocs. – 10 marks
21. Critically analyze different economic systems.

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