

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

**B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP**

**FIRST SEMESTER – APRIL 2010**

**BC 1501 - BUSINESS ENVIRONMENT**

Date & Time: 30/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION – A**

**Answer ALL the questions**

**(10x2=20 marks)**

1. What is SWOT analysis?
2. What are the fundamentals rights as per the Indian constitution?
3. What is joint family system?
4. What is GNP?
5. What is meant by micro environment of business?
6. What are the important roles of the government for the economy and business?
7. What is 'social attitude'?
8. Explain N.G.O.
9. What do you mean by social responsibility of business?
10. What is social audit?

**SECTION – B**

**Answer any FIVE questions**

**(5x8=40 marks)**

11. Explain the characteristics of pure capitalist system?
12. Give a brief account of the important factors affecting social orientation of business?
13. Comment on 'Consumer rights'.
14. Give a brief account of the social responsibility models?
15. Explain the various components of business environment?
16. Describe the essentials of a valid contract?
17. Explain in brief the basic characteristics of our constitution?
18. State the factors governing business ethics?

**SECTION – C**

**Answer any TWO questions**

**(2x20=40 marks)**

19. Bring out the responsibility of business to the various constituents of the society?
20. Explain the achievements and failures of India's five year plans?
21. Discuss the nature and significance of understanding the environment of business?

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