



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

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

**FIRST SEMESTER – APRIL 2013**

**BC 1501 - BUSINESS ENVIRONMENT**

Date: 11/05/2013  
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART A**

Answer all:

10x2=20

Explain the following terms:

1. Business Environment
2. Socialism
3. GNP
4. Static Environment
5. Legal environment of business
6. Fundamental rights
7. Business ethics
8. Consumerism
9. Globalisation
10. GATT

**PART B**

Answer any FIVE questions:

5x8=40

11. What are the characteristics of business?
12. Explain the various competitive forces affecting the business and its environment.
13. State the effects of deflation.
14. Explain the merits of Socialism.
15. Distinguish between Memorandum of Association and Articles of Association.
16. Analyse the social responsibility of business towards consumers.
17. What are the unethical practices adopted by the business?
18. What is WTO? Explain its functions.

**PART C**

Answer any TWO questions:

2x20=40

19. Analyse the various objectives of business.
20. Discuss the role of government in shaping the business environment.
21. Explain the merits and demerits of Globalisation with reference to India.

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