

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SECRETARYSHIP

FIRST SEMESTER – November 2009

BC 1501 - BUSINESS ENVIRONMENT

Date & Time: 12/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL Questions

(10 x 2 = 20 marks)

1. What are the components of business?
2. What is micro environment?
3. What is copyright?
4. What is meant by globalization?
5. What is a mixed economy?
6. What are the fundamental rights of a citizen in India?
7. What is social audit?
8. Define consumerism.
9. What is non-economic environment of business?
10. What are restrictive trade practices?

SECTION – B

Answer any FIVE Questions

(5 x 8 = 40 marks)

11. Explain SWOT analysis with a diagram?
12. Explain the significance of Business Environment.
13. Discuss the trusteeship economic system developed by Gandhiji.
14. What are the main features of Socialism?
15. Explain the elements of Culture.
16. Explain the changing trends in social responsibilities of Business.
17. Explain the impact of globalization in India.
18. What are the natural resources of India? How do we protect India from various Pollutions?

SECTION – C

Answer any TWO questions

(2 x 20 = 40 marks)

19. Discuss the classification of Business Environment.
20. Describe the various responsibilities of a Business towards its stakeholders.
21. Explain the functions of WTO and its impact on the Indian Economy. Mention its benefits and limitations.

