



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – CORPORATE SEC.

FIRST SEMESTER – NOVEMBER 2011

BC 1501 - BUSINESS ENVIRONMENT

Date : 10-11-2011

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

PART - A

ANSWER ALL QUESTIONS:

(10 x 2 = 20)

1. Define the term: "Social Audit".
2. Write a note on: "Fiscal Policy".
3. Expand: a) SWOT b) GATT c) WTO d) GDP
4. What are the strengths of communism?
5. How is a trade mark different from a brand mark?
6. Name the contents of a Partnership Deed.
7. What is economic planning?
8. What are the fundamental rights of citizens as per the constitution?
9. What is mixed economy?
10. What is Corporate Social Responsibility?

PART – B

ANSWER ANY FIVE OF THE FOLLOWING:

(5 x 8 = 40)

11. Describe micro environmental factors affecting business operations.
12. Describe the forces in the social environment.
13. Enumerate the rights of consumer.
14. How does culture affect one's business?
15. Outline the growing importance of the WTO.
16. How does legal factors influence business decisions?
17. Describe the achievements of Economic Planning in India.
18. Explain the Principles of GATT.

PART - C

ANSWER ANY TWO OF THE FOLLOWING:

(2 x 20 = 40)

19. Discuss the features and merits of Capitalist Economic system.
20. Describe the role of Corporates in offering social responsibilities of business towards owners, employees , customers and the community.
21. Explain the various macro environmental factors that affect the operation of business.

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