

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



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

**FIRST SEMESTER – NOVEMBER 2013**

**BC 1503/1501 - BUSINESS ENVIRONMENT**

Date : 14/11/2013

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

**PART – A**

**ANSWER ALL QUESTIONS:**

**(10 x 2 = 20)**

1. Define Business Environment.
2. What is SWOT Analysis?
3. What is Social Accounting?
4. What is a Trade Mark?
5. What is FEMA?
6. What is meant by trading block?
7. What is Cultural Environment.
8. Define Capitalist Economy.
9. What is WTO?
10. Define Multi National Corporations.

**PART – B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 X 8 = 40)**

11. Explain Political Environment.
12. Explain the importance of Business Ethics.
13. Explain the main features of Socialist Economy.
14. Explain the features of The Consumer Protection Act, 1988.
15. What are the merits of MNC's in India.
16. Explain CSR.
17. Explain Western culture in Indian Business Environment.
18. What are the objectives of WTO.

**PART –C**

**ANSWER ANY TWO QUESTIONS:**

**(2 X 20 = 40 )**

19. Discuss the Components of Macro Environment in Business.
20. Explain Globalisation and its merits.
21. Explain the different types of Economic Systems.

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