



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.COM. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2015

CO 1501- BUSINESS ENVIRONMENT

Date : 29/04/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION – A

ANSWER ALL QUESTIONS:

(10x2=20 marks)

1. What is environmental analysis?
2. What do you mean by business environment?
3. What are the important external factors that constitute the economic environment of a business?
4. What is meant by the capitalist system?
5. What are fundamental rights?
6. What are the two objectives of MRTP Act?
7. What is Business Ethics?
8. What do you mean by Consumer Protection Law?
9. Give the meaning of Globalization.
10. What is GATT?

SECTION – B

ANSWER ANY FOUR QUESTIONS:

(4x10=40 marks)

11. How does natural environment affect business? Explain.
12. Explain the characteristics of Modern Business.
13. Discuss the main features of the Indian constitution.
14. What is Economic Environment? Briefly explain the factors influencing Economic Environment.
15. Briefly explain the economic role of government in Business.
16. Discuss the relationship between business and society.
17. Explain the features of mixed economy.

SECTION – C

ANSWER ANY TWO QUESTIONS

(2x20=40 marks)

18. Discuss the components of business environment.
19. Briefly explain the impact of globalization on India.
20. Discuss the social responsibility of business concern towards the various stakeholders of business.
21. What is WTO? Describe the role of WTO in the competitive global environment.

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