



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

## B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2017

### CO 1501- BUSINESS ENVIRONMENT

Date: 19-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

#### SECTION- A

**Answer ALL questions:**

**(10x2=20 marks)**

1. Define the term business environment.
2. What is meant by socialism.
3. Define the term macro environment.
4. List out any two fundamental rights of a citizen.
5. What is globalization?
6. What is SWOT analysis?
7. Define environment protection.
8. Define business ethics.
9. What is a joint family system?
10. Define 'cultural lag'.

#### SECTION- B

**Answer any FIVE questions:**

**(5x8=40 marks)**

11. What are the important components of a Micro Environment?
12. Explain the features of Capitalism.
13. Enumerate the features of a business environment.
14. Explain the achievements of economic planning in India
15. Discuss the advantages of Globalization.
16. Why should corporates implement social responsibility?
17. Explain SWOT analysis with suitable examples.
18. What is Consumer Protection Act ? Explain the rights of consumers

#### SECTION- C

**Answer any TWO questions:**

**(2x20=40 marks)**

19. Explain the social responsibility of a business towards different groups
20. Discuss in detail the fundamental rights of a citizen of India.
21. Describe liberalization and privatization, and its impact on the Indian economy

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