

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

FIRST SEMESTER – APRIL 2018

CO 1501– BUSINESS ENVIRONMENT

Date: 26-04-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL THE QUESTIONS:

(10x2=20)

1. What is ecological environment?
2. What is meant by social responsibility?
3. What are the basic aspects of business?
4. What is micro environment?
5. What is an economic system?
6. What are the fundamental rights?
7. What is culture?
8. What is political environment?
9. What is democracy?
10. What are cash cows?

PART B

ANSWER ANY FOUR QUESTIONS:

(4x10=40)

11. Explain the various objectives of business.
12. List out and explain the factors of economic environment influencing of businesses.
13. Explain the features and weakness of socialism.
14. What are the reforms carried out in liberalisation and Globalisation?
15. What are the fundamental rights of citizens in India? Explain
16. State the characteristics of business.
17. Explain the process of strategic management, highlighting the role of environmental analysis.

PART C

ANSWER ANY TWO QUESTIONS:

(2 x 20=40)

18. Explain the various factors influencing the business environment.
19. Analyse in detail the interactions of economic and non-economic factors in business environment.
20. What is the role of Government in shaping the business environment? Explain
21. Discuss the various components of micro environment of business.
