



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2016

CO 1503 - BUSINESS ENVIRONMENT AND ETHICS

Date: 07-11-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A(10*2=20 MARKS)

ANSWER ALL QUESTIONS

1. Define 'Business environment'.
2. What is the Macro Environment for a Business?
3. Mention any two features of an Economic system?
4. Explain the term 'Technology index'.
5. What is meant by Constitutional Environment of Business?
6. What are 'Fundamental Rights'?
7. Define 'Demographic environment'?
8. What is Business ethics?
9. What is meant by Globalisation?
10. What is GATT?

PART-B(4*10=40 MARKS)

ANSWER ANY FOUR QUESTIONS

11. Write a note on 'Approaches to Environmental Analysis'.
12. Discuss the 11th and 12th five year plans in India.
13. What are the rights of consumers under the Consumer Protection Act 1986?
14. Analyse the responsibilities of business towards its employees, customers and community.
15. Explain in detail, the 'Impact of foreign culture on business'.
16. Explain 'trading blocks' in globalisation.
17. Highlight the main features of the Environment Protection Act from the point of view of preventing and minimising pollution.

PART-C(2*20=40 MARKS)

ANSWER ANY TWO QUESTIONS

18. Explain the various competitive forces affecting business, and its environment.
19. What are the functions and Economic roles of the State.
20. What is meant by 'Cultural Adaptation' by business? Explain it from the Indian Context.
21. Analyse the functions of the WTO, and critically examine how this organisation can be considered superior to GATT.
