

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



**B.Com.DEGREE EXAMINATION –COMMERCE**

**FIRST SEMESTER – NOVEMBER 2018**

**18/17/16UCO1MC02– BUSINESS ENVIRONMENT**

Date: 24-10-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART- A**

**Answer ALL Questions:**

**(10 x 2 = 20)**

**Write note on the following terms of Business:**

1. Micro Environment of Business.
2. Environmental Analysis.
3. Forecasting.
4. Socialism.
5. Business Cycle.
6. Globalization.
7. Family.
8. Business Culture.
9. Social Audit.
10. Business Giving.

**PART- B**

**Answer any FOUR Questions:**

**(4 x 10= 40)**

11. Discuss the significance of understanding the environment of business.
12. Enumerate the techniques used by an organization to cope with its environment.
13. Discuss the process of Environmental Analysis.
14. Discuss the Economic Roles of the State.
15. Explain the forces that influence the choice of objectives in a Business.
16. List out and explain the limits to Social Responsibilities of Business.
17. Discuss the objectives and principles of GATT.

**PART- C**

**Answer any TWO Questions:**

**(2x 20= 40)**

18. Discuss the Fundamental rights and Duties of citizens of India.
19. Discuss the various areas of Social Responsibility of Business.
20. Explain the obstacles to and factors favoring Globalization in India.
21. Explain the various types of Economic Systems.

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