

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2010

BU 1501 - BUSINESS ENVIRONMENT

Date & Time: 30/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

SECTION-A

ANSWER ALL QUESTIONS

(10x2=20 marks)

1. What are the characteristics of business?
2. What are the factors influencing the Indian business environment?
3. What is meant by Economic environment?
4. What is Economic planning?
5. What is the impact of political environment of business?
6. What is legal environment?
7. Define business ethics.
8. How is business responsible to government?
9. Explain the term “Globalization”.
10. What is Ecological environment?

SECTION-B

ANSWER ANY FIVE QUESTIONS

(5x8=40 marks)

11. Discuss the changing environment of business in India since 1991.
12. Explain the impact of economic environment on business.
13. Analyse the planning role of Government towards business.
14. “In corporate management the concept of ethical values poses problems”-Explain how.
15. What were the merits and limitations of GATT?
16. Explain the background for globalization in India.
17. What are the basic objectives of Economic planning?
18. What are the rights of Consumers under the Consumer protection Act 1986?

SECTION-C

ANSWER ANY TWO QUESTIONS

(2x20=40 marks)

19. “Economic liberalization alone cannot yield desired result without suitable political and legal charges”-Discuss.
20. Bring out social responsibilities of business to various constituents of the society.
21. Analyse the functions of WTO and critically examine how this organization can be considered superior to GATT?

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