LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

FIRSTSEMESTER – APRIL 2017

BU 1503- BUSINESS ENVIRONMENT

Date: 26-04-2017 Time: 09:00-12:00 Dept. No.

Max.: 100 Marks

SECTION - A

Answer all the questions

$(10 \times 2 = 20 \text{ Marks})$

- 1. Define Business Environment.
- 2. State the techniques of environmental analysis.
- 3. Mention the objectives of environment Protection Act 1986.
- 4. What is meant by political environment?
- 5. What is an Economic system?
- 6. Mention the merits of urbanization.
- 7. What is cultural transmission?
- 8. Mention the characteristics of joint family system.
- 9. Define globalization.
- 10. State the objectives of the WIO.

SECTION - B

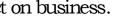
Answer any FOUR questions

- 11. Explain the main elements of macro environment.
- 12. How does technology affect the environment?
- 13. Describe the role of business in preventing environmental pollution.
- 14. What are the basic features of capitalism? Explain its merits and demerits?
- 15. Explain the significance of economic planning in a country like India.
- 16. Explain in brief cultural traits and their impact on business.
- 17. Explain the main principles of GATt.

SECTION - C

Answer any TWO questions

- 18. Explain the various components of business environment.
- 19. Discuss the implications of growth in per capita income for business.
- 20. Explain the case for and against social responsibility of business.
- 21. Describe the various strategies in globalisation.



 $(4 \times 10 = 40 \text{ Marks})$

(2x 20 = 40 Marks)

