



Date: 04-04-2019
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL THE QUESTIONS:

(10 x 2 = 20)

1. Define the term Business Environment.
2. Write notes on :
 1. Micro Environment
 2. Macro Environment
3. List out any two Fundamental Rights.
4. What is Laissez – Faire policy?
5. Bring out the types of Economic System.
6. Enumerate the basic units of an economic system.
7. What is Human Development?
8. Name the Elements of Culture.
9. Define globalization.
10. What do you understand by WTO?

PART – B

ANSWER ANY FOUR QUESTIONS:

(4 x 10 = 40)

11. Explain the concept and nature of Business Environment.
12. Describe the process of Environmental Analysis.
13. What are the Basic characteristics of our Indian constitution?
14. Explain the special features of consumer Protection Act.
15. Discuss the characteristics of an Economic System.
16. How does urbanization influence economic growth?
17. What are the key subjects under WTO.

PART – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Discuss the objectives of modern business.
19. Elaborate the process of strategic management, highlighting the role of environmental analysis.
20. Discuss the economic roles of the state. Why is state intervention in economic affairs necessary? Explain.
21. Describe the social responsibilities of business towards owners, employees, customers and the community.

★★★★★★