

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2018

BU 1503/BU 1501 – 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 marks)

1. What is the concept of business environment?
2. What is “ETOP”?
3. Name any four laws relating to business in India.
4. What is NITI Aayog?
5. Who is a consumer?
6. What is CPI?
7. What is cultural transmission?
8. What is social audit?
9. What is MFN clause in GATT?
10. Define Globalisation.

PART – B

ANSWER ANY FOUR QUESTIONS

(4 x 10 =40 marks)

11. Discuss the salient features of environmental analysis.
12. Highlight the economic role of the state.
13. Explain the consumer disputes redressal agencies in India.
14. What are the objectives of economic planning?
15. Explain in brief the scope of social responsibility of business.
16. List out the foreign culture on business.
17. What are TRIMPS and TRIMS? And list out the restrictions made under this.

PART – C

ANSWER ANY TWO QUESTIONS

(2 x 20 =40 marks)

18. (a) Explain the main elements of macro environment.
(b) Describe the process of strategic management.
19. Enumerate the fundamental rights and duties of citizens in India.
20. Compare and contrast the various types of economic systems.
21. Discuss about the genesis, objectives &function of WTO.
