



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2013

CO 1503 - BUSINESS ENVIRONMENT AND ETHICS

Date: 11/05/2013
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART - A

Answer all the questions:

(10 x 2 = 20 marks)

1. Fill in the blanks (4x1/2 marks each)
 - a. PEST analysis is used to scan the components of _____ environmental factors.
 - b. _____ factor include the cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety.
 - c. _____ deals with the morality in the Business Environment.
 - d. _____ a global international organisation replaced GATT.
2. True or False (4x1/2 marks each)
 - a. Consumer Protection Act 1986 is applicable in all states in India except in Jammu and Kashmir
 - b. Business Environment does not include all those factors that have a bearing on the Business.
 - c. Uruguay round of negotiation led to the creation of WTO.
 - d. Corruption Perception Index cannot be used as a tool for measuring the implications of new policies.
3. Choose the best alternatives (4x1/2 marks each)
 - a. Twelfth Plan covers the period :
 - i) 2007- 2012
 - ii) 2012-2017
 - iii) 2017- 2022
 - iv) 2002-2007
 - b. Which of the following factors is not a micro environment
 - i) Competitors
 - ii) Government
 - iii) Suppliers
 - iv) Distributers
 - c. Prohibition on Pork and Meat relates to _____ environment
 - i) Social
 - ii) Demographic
 - iii) Political
 - iv) Global
 - d. The nature of Business Ethics is _____
 - i) Vibrant
 - ii) Constant
 - iii) Dynamic
 - iv) None of the above
4. Match the following (4x1/2 marks each)

a. Trade Restriction	-	Legal Factor
b. Exchange Rates	-	Social Factor
c. Health and Safety Law	-	Political Factor
d. Habits and Customs	-	Economic Factor
5. What is 'Business Environment'?
6. What is 'Macro Business Environment'?
7. What is 'Economic Environment'?
8. Write any two objectives of Consumer Protection Act 1986.
9. What is Business Ethics?
10. What is Global Environment?

PART B

Answer any FIVE questions:

(5 x 8 = 40 marks)

11. What are the processes of Environmental Analysis?
12. Explain the Macro Environmental factors affecting business.
13. Briefly explain the different types of economic systems.
14. List the fundamental Rights and Duties as per the Indian Constitution?
15. Briefly explain the salient features of the Consumer Protection Act, 1986.
16. Discuss the effects of foreign culture in Indian Business.
17. "Business is a social and cultural System". Discuss.
18. What is the role of the World Trade Organisation (WTO) and has it been successful in achieving its goals?

PART C

Answer any TWO questions:

(2 x 20 = 40 marks)

19. Explain briefly the 11th and 12th five year plan in India highlighting its strength and weakness.
20. Describe the salient features of the Environment Protection Act; also discuss some of the general powers that Government has in protecting and improving the environment.
21. Explain the Social responsibilities of business towards its community.
22. Write an essay on the impact of Globalization in India.

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