

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – November 2009

CO 1501 - BUSINESS ENVIRONMENT

Date & Time: 12/11/2009 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL Questions

(10 x 2 = 20 marks)

1. What is Legal Environment?
2. What is Ecology?
3. Define Technology.
4. What is Fiscal Deficit?
5. What is SWOT Analysis?
6. What is Globalisation?
7. Define Socialism.
8. State three objectives of Economic Planning.
9. Define Fundamental rights.
10. List down any three unethical practices against the consumers.

SECTION – B

Answer any FIVE Questions

(5 x 8 = 40 marks)

11. Explain Micro Environmental Factors of a Business.
12. What are the major achievements of Economic Planning in India?
13. Explain the objectives of W.T.O.
14. What are the features of Mixed Economy?
15. What benefits we can achieve if companies can take care to reduce Pollution.
16. Explain how Social Organizations can be beneficial to Business.
17. Examine the significance of Political Environment to Business.
18. Explain the consumer redressal Mechanism.

SECTION – C

Answer any TWO Questions

(2 x 20 = 40 marks)

19. Explain the Social Responsibility of Business towards Stakeholders.
20. Discuss the different types of Business Environment – Political, Social, Legal, Cultural, Economic, Financial, Natural and Global Environment.
21. Discuss the merits of Globalization for India.

