



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

FIRST SEMESTER – NOVEMBER 2011

CO 1811 - BUSINESS ENVIRONMENT AND POLICIES

Date : 11-11-2011
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL Questions:

(10 x 2 = 20)

1. What is Consumerism?
2. In short, what is SWOT analysis?
3. Define Corporate Governance.
4. What are the rights of consumers?
5. Give 2 examples each for Ethical and Unethical practices observed in business.
6. State the reasons for the failure of Socialism.
7. List out 4 Acts that protect the Intellectual Property Rights.
8. Give the various forms of Foreign Direct Investment.
9. Give any 4 Fundamental Rights bestowed on every Indian citizen through the Constitutions.
10. Give 4 reasons for the failure of the Co-operative movement in India.

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Explain how the economic and technological advancement either promote or destroy, physical and social environment.
12. Give a brief account of any one environmental issue that affects the society in which you live.
13. Enumerate the objectives of industrial licensing.
14. How can a grieved consumer get his grievance redressed?
15. State the content of the Preamble to the Constitution of the Indian Republic.
16. Deliberate on the role of the State in business.
17. What are MNC, TNC and GC? Explain their advantages & disadvantages.
18. Elaborate on the importance and ill-effects of foreign capital in economic development.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

19. Write an essay on the impact made by the Micro & Macro environment on business?
20. Elaborately explain LPG. Describe its positive and negative effects on business and society.
21. “The natural resources of India are varied in nature”. Explain. Emphasize the social responsibility of business towards maintaining ecology.
