



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2013

CO 1501 – BUSINESS ENVIRONMENT

Date : 14/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

ANSWER ALL QUESTIONS:

(10x2=20marks)

1. Define Business.
2. What is Technological Environment?
3. What is Deflation?
4. What is Boom Period?
5. Explain the term Legal Environment?
6. List a few 'fundamental Rights' of a consumer.
7. What is Ecology?
8. Define Consumerism?
9. Limitations of Globalisation.
10. What is GATT?

PART – B

ANSWER ANY FIVE QUESTIONS:

(5x8=40marks)

11. Analyse the impact of technology on business environment.
12. State the effects of inflation in business.
13. What are the measures to be adopted by business firms to reduce the evil effects of business cycle?
14. What is Socialism? What are its merits?
15. Explain the features of a Company.
16. What are the functions of WTO?
17. Write in detail about business ethics in India.
18. "The customer is the foundation of a business and keeps it in existence". Discuss.

PART – C

ANSWER ANY TWO QUESTIONS:

(2x20=40marks)

19. Analyse the various objectives of business. Comment on Business trends in the 21st Century.
20. What is the role of government in shaping the business environment?
21. Analyse the advantages and limitations of globalisation with reference to India.

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