

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2019

CO 1503 – BUSINESS ENVIRONMENT AND ETHICS

Date: 01-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

Answer ALL questions:

(10 X 2 = 20)

1. Define Business Environment.
2. List out any two importance of Environment Analysis.
3. What is meant by culture?
4. What do you mean by business?
5. Define Business ethics.
6. List out any two features of GATT.
7. How social environment affect the business?
8. What is Globalization?
9. What is meant by corruption perception index?
10. List out any two objectives of economic planning in India.

SECTION – B

Answer any FOUR questions:

(4 X 10 = 40)

11. Explain the impact of foreign culture on business.
12. Elucidate the techniques of Environmental Analysis.
13. Describe importance of five year planning.
14. Briefly explain the rights of consumer.
15. Illustrate the Fundamental Rights of citizens in India.
16. Explain the objectives of WTO. How can WTO differ from GATT?
17. Enumerate the advantages of globalization in the 21st century.

SECTION - C

Answer any TWO questions:

(2 X 20 = 40)

18. Define Macro Environment. Discuss the elements of Macro Environments.
19. Explain the features, merits and demerits of a mixed economy.
20. Discuss the Social Responsibilities of business towards different section of society.
21. Explain the salient features of Indian Constitution.
