



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com.DEGREE EXAMINATION –COMMERCE**

**FIRST SEMESTER – APRIL 2019**

**CO 1503– BUSINESS ENVIRONMENT AND ETHICS**

Date: 04-04-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

**ANSWER ALL QUESTIONS:**

**(10 x 2 = 20 marks)**

1. Define “Business”.
2. What is legal Environment?
3. List out the factors influencing the economic environment.
4. What are the problems of an economy?
5. What is Technology Index?
6. What is the basic weakness of socialism?
7. What is Urbanisation?
8. Define “Culture”.
9. What are TRIPS?
10. What are the trading blocks in Globalisation?

**PART – B**

**ANSWER ANY FOUR QUESTIONS:**

**(4 x 10 = 40 marks)**

11. Brief about the importance of Strategic management process.
12. What is environmental analysis? Explain the approaches to environmental analysis.
13. Explain the objectives of the 12<sup>th</sup> five year plan in detail.
14. What are the functions and economic roles of states? Explain.
15. Describe the Social Responsibilities of business towards different groups.
16. What is foreign culture? How it affects the business?
17. Enumerate the role of World Trade Organisation.

**PART – C**

**ANSWER ANY TWO QUESTIONS:**

**(2 x 20 = 40 marks)**

18. Define Business environment and also explain micro and macro environment.
19. Discuss the economic parameters and indices involved in economic environment.
20. Elaborate the fundamental rights and duties of an individual.
21. Explain the impact of Globalisation on India in detail.

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