

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A.DEGREE EXAMINATION –BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2018

BC 1503/BC 1501 – BUSINESS ENVIRONMENT

Date: 24-10-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A (10x 2= 20)

ANSWER ALL QUESTIONS

1. What is Business Environment?
2. Define Environmental Scanning.
3. Explain social Forecasts.
4. List down the techniques for Environmental Analysis.
5. State the classification of functions of state.
6. What do you understand by the Constitutional Environment?
7. What is Business Ethics?
8. Define consumerism.
9. What is Globalization?
10. Expand GATT, and state any one of its objectives.

PART B (4x10=40)

ANSWER ANY FOUR QUESTIONS

11. Explain the factors influencing Business Decisions.
12. Describe about the structure of the Economy.
13. Discuss the Economic roles of the Government.
14. Explain the social responsibility of Business towards the Stakeholders.
15. List down the Consumer Rights.
16. State the essential conditions for Globalization.
17. What are the functions of WTO?

PART C (2x20=40)

ANSWER ANY TWO QUESTIONS

18. Discuss the competitive structure of industries.
 19. Describe the Economic policies.
 20. Explain the Social responsibilities of a Business Model.
 21. Discuss the trading blocks in Globalization.
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