



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2013

CO 1501 - BUSINESS ENVIRONMENT

Date: 11/05/2013
Time: 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART A

ANSWER ALL QUESTIONS

(10 X 2 =20 Marks)

1. What is 'Business Environment'?
2. What is 'Demographic Environment'?
3. Define Capitalism.
4. What is 'Cultural Environment'?
5. Define 'Developing Country'.
6. What is Per Capita Income?
7. What is GATT?
8. What is CSR?
9. What is Mixed Economy?
10. What is LPG?

PART B

ANSWER ANY FIVE QUESTIONS

(5 X 8 – 40 Marks)

11. Explain the factors of Micro Environment in Business.
12. Explain the important features of Capitalism.
13. Discuss Social Environment.
14. Explain the Rights of Consumers.
15. Explain the importance of W.T.O. (World Trade Organisation)
16. Discuss the importance of Legal Environment for Business.
17. Explain the importance of Business Ethics.
18. Discuss the advantages of Globalisation.

PART C

ANSWER ANY TWO QUESTIONS

(2 X 20 = 40 Marks)

19. Discuss the benefits of Multinational Companies in India.
20. Describe the factors of Macro Environment in Business.
21. Describe the Corporate Social Responsibility towards the various stake holders in an organization.

\$\$\$\$\$\$