

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2009

CO 1811 - BUSINESS ENVIRONMENT AND POLICIES

Date & Time: 13/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION - A

Answer ALL Questions:

(10 x 2= 20)

1. What is environmental analysis?
2. State the objectives of Economic Planning in India.
3. Define culture.
4. What are the salient features of the MRTP Act?
5. List out the various ways by which we can conserve energy.
6. Define social audit.
7. How does the demographic factor have significant implications on business?
8. How do castes and communities influence business?
9. Give examples of ethical and unethical business practices.
10. Mention any three Acts the government of India enacted to control pollution.

PART – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Is foreign capital essential for economic development of a country? Explain and evaluate the foreign investment policy of India.
12. What is Capitalism? What are the merits and demerits of capitalism?
13. Define Corporate Social Responsibility (CSR). Account for the growing concern for social responsibility of business. What are the criticisms put forward against CSR?
14. Discuss the impact of urbanization on business today.
15. “Fundamental rights constitute limitations upon State action; The Directive Principles are in the nature of instrument of instruction to the government”- Discuss.
16. Explain the objectives of New Economic Policy. Comment on the achievements and failures of New Economic Policy.
17. Explain SWOT analysis with the help of a diagram.
18. Discuss briefly about consumerism and the consumer redressal forums created by the government for the benefit of the consumers.

PART – C

Answer any TWO questions:

(2 x 20 = 40)

19. Explain Liberalization, Privatization and Globalization (LPG) and their impact on the Indian economy. Can we shun away from LPG?
20. ‘The natural resources of India are varied in nature’- Comment. What are the important energy resources? Describe the ‘energy crisis’ in India. Examine the measures and the policy adopted to meet the situation.
21. “Modern technology is an unmixed blessing”- Discuss. What is technology? Explain the important factors of technology. Describe the impact of technology on society, economy and plant.
