



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – APRIL 2013

BU 1501 - BUSINESS ENVIRONMENT

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

Dept. No.

Max. : 100 Marks

PART –A

Answer ALL the questions:

(10X 2=20)

1. Define Business Environment.
2. Mention the techniques of environmental analysis.
3. What is Net National Product?
4. What is deficit financing?
5. Write short notes on political environment.
6. Who is an Official Liquidator?
7. What is cultural lag?
8. What do you mean by ecological environment?
9. State the objectives of the WTO.
10. Define the term Globalisation.

PART –B

Answer any FIVE questions:

(5X 8=40)

11. Distinguish between Micro Environment and Macro Environment.
12. Analyse the impact of technology on business environment.
13. Explain the fundamental rights and duties as per Indian constitution.
14. Explain in brief cultural traits and their impact on business.
15. Discuss the rights of the consumers under the consumer protection act 1986.
16. Explain the main principles of GATT.
17. What are the basic features of capitalism? Explain its merits and demerits.
18. Explain the significance of economic planning in a country like India.

PART –C

Answer any TWO questions:

(2X 20=40)

19. Discuss the role of government in the economy.
20. Explain the social responsibilities of business towards stakeholders.
21. Describe the impact of globalization on India.

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