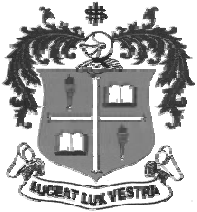


**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIRST SEMESTER – NOVEMBER 2013**

**BU 1503/1501 - BUSINESS ENVIRONMENT**

Date : 14/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**PART –A**

**Answer ALL the questions:**

**(10X 2=20)**

1. Define Business Environment.
2. What is Internal Environment?
3. What is democracy?
4. Write short notes on the remedies available to consumer.
5. Define capitalism.
6. What is per capita income?
7. What is Cultural heritage?
8. What is meant by cultural adaptation?
9. Mention 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. Explain the importance of strategic management process.
13. Explain the fundamental rights and duties as per Indian constitution.
14. Discuss the rights of the consumers under the Consumer Protection Act 1986.
15. Explain the significance of five year planning in India.
16. Explain in brief impact of foreign culture on business.
17. What are the basic features of socialism? Explain its merits and demerits.
18. Explain the role of GATT.

**PART –C**

**Answer any TWO questions:**

**(2X 20=40)**

19. What do you mean by environmental scanning? Explain its approaches.
20. Discuss the social responsibilities of business towards different groups.
21. Describe the impact of globalization on India.

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