



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION - BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2015

BU 1503/BU 1501 - BUSINESS ENVIRONMENT

Date : 06/11/2015

Dept. No.

Max. : 100 Marks

Time : 01:00-04:00

PART – A

ANSWER ALL QUESTIONS:

(10x2=20 marks)

1. What do you mean by 'Business Environment'?
2. What is innovation?
3. What is cultural heritage?
4. What is democracy?
5. Expand ETOP.
6. What is political environment?
7. Define 'Business'.
8. What is social audit?
9. What are the main elements of business ethics?
10. What is economic planning?

PART – B

ANSWER ANY FOUR QUESTIONS:

(4x10=40 marks)

11. Explain the nature of business environment.
12. Discuss the process of environmental analysis.
13. Explain the various steps involved in the strategic management process.
14. Discuss the fundamental rights of citizen in India.
15. Explain the characteristics of an economic system.
16. Explain SWOT analysis of environment.
17. Explain the rights of the consumer under Consumer Protection Act 1986.

PART – C

ANSWER ANY TWO QUESTIONS:

(2x20=40 marks)

18. Explain the different types of business environment.
19. Discuss the role of consumer in business.
20. Explain the factors governing business ethics.
21. Explain the impact of Globalisation in India.

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