

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIRST SEMESTER – NOVEMBER 2019

BU 1503 – BUSINESS ENVIRONMENT

Date: 01-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION- A

ANSWER ALL THE QUESTIONS:

(10x2=20 Marks)

1. Define the term 'Business Environment'.
2. Discuss Macro Environment of business.
3. What you mean by Fundamental Rights?
4. Define the term 'Consumerism'.
5. What is an Economic System?
6. Define 'National Income'.
7. Describe the term 'Culture'.
8. Brief about the 'Social responsibilities of a business'.
9. What you mean by the Globalisation.
10. Define the term 'business Ethics'.

SECTION - B

ANSWER ANY FOUR QUESTIONS:

(4x10=40 Marks)

11. Explain in detail about SWOT analysis.
12. What is the function of shaping the Business environment?
13. Discuss about the basic objectives of Economic Planning in India.
14. Describe the responsibilities of business towards its society.
15. Explain the five advantages and disadvantage of Globalization with reference to India.
16. What are the merits and limitations of GATT?
17. What do you mean by 'Cultural Adaption' by business?

SECTION - C

ANSWER ANY TWO QUESTIONS:

(2x20=40 Marks)

18. How can the government do in order to make Indian business organizations more responsible? With the concept social responsibilities of business.
19. What are the various types of Economic System? Explain its merits and demerits.
20. Explain about the functions of W.T.O.
21. Mention the important legislations to protect the interest of consumers.

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