LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

**B.Com.** DEGREE EXAMINATION – **CORPORATE SEC.**

FIRST SEMESTER – NOVEMBER 2012

# BC 1503 - BUSINESS ENVIRONMENT

Date : 10/11/2012 Dept. No. Max. : 100 Marks

Time : 1:00 - 4:00

## PART – A

**ANSWER ALL QUESTIONS: ( 10 x 2 = 20 )**

1. Define Business Environment.

2. Explain cultural adaptation.

3. What is meant by CSR?

4. Outline any 4 reasons for a firm going international.

5. List any two Indian business women and the company they had started.

6. State any two reasons for undertaking social audit.

7. What is Fiscal Deficit?

8. Write any two objectives of the Competition Act, 2002.

9. What is meant by Environmental Analysis?

10. What are the reasons for a country to join WTO?

#### PART – B

**ANSWER ANY FIVE QUESTIONS: ( 5 x 8 = 40 )**

11. Define Consumerism. Elaborate on the utility of consumerism.

12. Discuss the strategies adopted for internationalization.

13. What is a socialistic economy? Explain its merits and demerits.

14. Write a note on Business culture with special reference to the impact of foreign culture

on business.

15. How will the demographic environment affect business?

16. Discuss the effect of natural environment on business.

17. Explain WTO and its objectives.

18. Discuss the impact of Globalisation on Telecom sector.

#### SECTION – C

**ANSWER ANY TWO QUESTIONS: ( 2 x 20 = 40 )**

18. Explain the micro and macro factors influencing business environment.

19. Explain the role of Government in business.

20. How do companies act responsibly towards different business groups with examples?

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