

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

B.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2010

**CO 1501 - BUSINESS ENVIRONMENT**

Date & Time: 30/04/2010 / 9:00 - 12:00 Dept. No.

Max. : 100 Marks

**SECTION – A**

**ANSWER ALL QUESTIONS**

**(10X2=20marks)**

1. What is ETOP?
2. What is Internal Environment?
3. What do you understand by Macro Environment?
4. What is Environment analysis?
5. Identify any three stakeholders of a business.
6. What is globalization?
7. List the objectives of economic planning in India.
8. What is Laissez Faire policy?
9. Define Business Ethics.
10. Mention any three objectives of a consumer protection act.

**SECTION - B**

**ANSWER ANY FIVE QUESTIONS**

**(5X8=40marks)**

11. Describe the features, merits & demerits of Mixed Economy.
12. Discuss the limitations of environment analysis.
13. Explain in brief the basic characteristics of our constitution.
14. What are the rights of consumers?
15. Distinguish FERA and FEMA.
16. List out and explain the importance of ethics in business.
17. Explain the objectives of WTO.
18. Explain the nature of business environment.

**SECTION - C**

**ANSWER ANY TWO QUESTIONS**

**(2X20=40marks)**

19. Explain the factors that influence the external environment of business.
20. Explain the cases for and against social responsibility of business.
21. Explain the measures for protection and improvement of environment under the environment protection Act 1986.

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