

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2007

CO 1811 - BUSINESS ENVIRONMENT

AU19

Date : 05/11/2007
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer ALL the questions

(10 x 2 = 20 Marks)

1. How far the Social objectives of a business affect its Economic objectives?
2. How will you identify the environmental factors for Environmental Analysis?
3. State the main components of Economic Environment.
4. What is meant by competitive structure of an industry?
5. Comment on the nature of the Directive Principles of State Policy.
6. Mention the Demographic factors which have significant implications on business.
7. How do castes and communities influence Business?
8. Distinguish between ethical and unethical business practices.- Give examples.
9. What are the benefits of MNCs to Indian Economy?
10. "Clean environment and economic development are inconsistent" – Comment.

SECTION B

Answer any FIVE the questions

(5 x 8 = 40 Marks)

11. Discuss the pros and cons of Business participation in Politics.
12. What is Industrial Licensing Policy? Highlight the important features of Indian Industrial Licensing Legislation.
13. "Fundamental rights constitute limitations upon State action; The Directive Principles are in the nature of instrument of instruction to the Government" Discuss.
14. Why should Social responsibility be a social objective of business? Explain the arguments for and against of business assuming Social Responsibility.
15. Comment on the success of various Legislations to control Pollution. Examine the reasons for their partial success.
16. Discuss the rationale of State Intervention in business.
17. Examine the implications of Globalization to Indian business.
18. Describe the important stages in the process of Environmental Analysis.

SECTION C

Answer any TWO questions

(2 x 20 = 40 Marks)

19. Define the term "Business Environment". Explain its importance. Examine the various factors influencing Business Environment.
20. Comment on the New Industrial Policy of India. Explain its objectives and features. Discuss the Policy changes in NIP, 1991. Examine the impact of policy changes in the Industrial climate of India.
21. "Gandhiji's economic ideas are only ideals and not practical" – Discuss. Explain the Economic Ideas and the concept of Sarvodaya of Gandhiji. Assess their relevance for modern India.
