



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2013

CO 1503 – BUSINESS ENVIRONMENT AND ETHICS

Date : 14/11/2013
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions :

(10 x 2 = 20)

1. What do you mean by 'Corruption Perception index'?
2. What is Business?
3. Define 'Business Ethics'.
4. What do you mean by 'Business Environment'?
5. List any two 'Fundamental Duties' documented by the Indian Constitution.
6. What is 'GATT'?
7. What do you mean by 'Mixed Economy'?
8. Define 'Environmental Pollution'.
9. What do you mean by 'Demographic Environment'?
10. What is 'Globalization'?

PART – B

Answer any FOUR questions:

(4 X 10 = 40)

11. Explain the various steps involved in the Strategic Management process.
12. Briefly explain the roles of state in protecting the Consumers right.
13. Explain in detail the 11th five year plan in India.
14. What is WTO? Explain the role of WTO.
15. Explain the various approaches to Environmental Analysis.
16. Discuss the impact of foreign culture on Indian Business.
17. Discuss the 'Fundamental Rights' of an Indian citizen.

PART – C

Answer any TWO questions:

(2 X 20 = 40)

18. Evaluate the features of various types of Economic System.
19. Explain the impact of Globalization in India.
20. Describe the social responsibilities of business towards the various stake holders.
21. Discuss the various types of Business Environment.

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