

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



**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – NOVEMBER 2019**

**16/17/18UCO1MC02 – BUSINESS ENVIRONMENT**

Date: 01-11-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART- A**

**Answer ALL Questions:**

**(10 X 2 = 20)**

1. What is the meaning of the term “Business”?
2. What do you mean by “Business Environment”?
3. What is “Macro Environment”?
4. What is the use of “Buffering technique” in Environment?
5. What is ‘ETOP’?
6. What are the basic units of an “Economic System”?
7. What does Preamble to the Constitution reflect?
8. What is “Demographic Dividend”?
9. What are the three measures developed to judge “Human Development”?
10. What are the general principles adopted by GATT regarding International Trade?

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Explain the nature and concept of “Business Environment”?
12. Discuss the importance of Environmental Analysis.
13. Compare and contrast the various types of Economic Systems.
14. Enumerate the achievements and failures of “Economic Planning” in India.
15. Explain the Directive Principles of State Policy enshrined in the Indian Constitution.
16. Explain the concept and nature of “Culture”.
17. Explain the importance of Globalization in India.

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. Discuss the Strategic Management process with its importance and limitations.
19. Discuss the Fundamental Rights and Duties and their implications for business.
20. Explain the Social Responsibilities of business towards different sections of the Society.
21. Describe the various strategies of “Globalization”.

\*\*\*\*\*