

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2008-2009 & thereafter)

SUBJECT CODE : CM/ME/BE64

B.Com. DEGREE EXAMINATION APRIL 2012
COMMERCE
SIXTH SEMESTER

COURSE : MAJOR ELECTIVE
PAPER : BUSINESS ENVIRONMENT
TIME : 3 HOURS

MAX. MARKS : 100

SECTION – A

(10 X 3=30)

Answer all the questions.

1. Explain the term business environment.
2. What is business ethics?
3. Write a short note on economic environment.
4. What is a mixed economy?
5. Explain the term fringe benefits.
6. What is meant by lay off?
7. Give the meaning of the term retrenchment.
8. What is consumerism?
9. Write a note on the European Union.
10. What is Environmental pollution?

SECTION – B

(5 X 6=30)

Answer any five questions.

11. Comment on Business ethics in India.
12. What is culture? Is it changing in India? Discuss.
13. Give your opinion on the government's role in business. Are they more regularity than being promotional?
14. Explain the pros and cons of workers participation in management.
15. Are consumers in India being exploited or treated like a real king? Comment.
16. Write on the social responsibility of business towards environmental pollution.
17. Differentiate between domestic marketing and international marketing.

SECTION – C

(2 X 20=40)

Answer any two questions.

18. Why do companies go international or global? Give reasons.
19. Explain the rights of the consumer.
20. Are trade unions necessary today in India? Give reasons for your answer.
21. The environment of business is very challenging in India. Give your opinion on the four environments from the Indian perspective.
