

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2019– 2020 and thereafter)**

**B.COM. DEGREE EXAMINATION - APRIL 2024**  
**COMMERCE**  
**FOURTH SEMESTER**

**COURSE : MAJOR – ELECTIVE**  
**COURSE TITLE : BUSINESS ENVIRONMENT**  
**SUBJECT CODE : 19CM/ME/BE45**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

**SECTION – A**

**Answer ALL Questions:**

**(10 x 2 = 20)**

1. State the limitations of Environment Analysis.
2. Give the meaning of Business Environment.
3. Explain the term Socialistic Environment.
4. What is Fiscal Policy?
5. Write a note on Cultural shock.
6. List the member countries of SAARC.
7. Give the key elements of Culture.
8. What constitutes natural environment?
9. Give the meaning of Regional Economic Grouping.
10. Write a note on Demographic Environment.

**SECTION – B**

**Answer Any FIVE Questions:**

**(5 x 8 = 40)**

11. Explain the Internal Environment of business.
12. Elucidate the process of Environmental Analysis.
13. What are the stages involved in Economic planning and policies?
14. Explain the rationale of state intervention in Constitutional Environment.
15. Elaborate on the Socio – Cultural challenges faced by business.
16. Discuss the role of ASEAN.
17. Explain the types of natural pollution.

**SECTION – C**

**Answer Any TWO Questions:**

**(2 x 20 = 40)**

18. Discuss the merits and demerits of Globalization.
19. Describe the impact of technology on globalization and transfer of technology.
20. Examine the nature and impact of culture on business.
21. Evaluate the external environmental factors that impact business.

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