

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600086.
(For candidates admitted during the academic year 2019-2020 and thereafter)

B.COM. DEGREE EXAMINATION – APRIL 2024
CORPORATE SECRETARYSHIP
FOURTH SEMESTER

COURSE : MAJOR – ELECTIVE
PAPER : BUSINESS ENVIRONMENT
SUBJECT CODE : 19CO/ME/BE45
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION – A

Answer all the questions: **(10 x 2 = 20)**

1. Define Business.
2. What do you understand by SWOT?
3. List out the Scope of Economic Planning.
4. List the four Steps in Environmental Analysis process.
5. What is Political Environment?
6. List the functions of the State.
7. What is Rupee Devaluation?
8. Enumerate levels of Business Ethics.
9. Define Globalization.
10. State the key subjects under WTO.

SECTION – B

Answer any five questions: **(5 x 8= 40)**

11. Describe the main characteristics of business.
12. State the features of Economic Planning in India.
13. Explain the various types of Economic Systems in India.
14. Enumerate the functions of the State.
15. Explain the factors governing Business Ethics.
16. Bring out the need for Ethics in Business.
17. Describe the basic objectives of WTO.

SECTION – C

Answer any two questions: **(2 x 20= 40)**

18. Elaborate the objectives of Business.
19. Briefly explain the types of Business Environment.
20. Critically evaluate the “Make in India” initiative of the Indian Government.
21. Describe the Impact of Technology on Business, with relevant examples.
