

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

SUBJECT CODE : CM/ME/BE64

B.Com. DEGREE EXAMINATION APRIL 2011
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. What is business environment?
2. What do you mean by laissez - faire?
3. What is socialism?
4. What is culture?
5. What is social responsibility?
6. What is consumerism?
7. Write a note on globalization.
8. Give the meaning of the term business ethics.
9. Explain the term ASEAN.
10. What do you mean by intellectual property rights?

SECTION – B

(5 X 6=30)

Answer any five questions.

11. Discuss how social and cultural environment affect business?
12. Differentiate between internal environment and external environment.
13. Social responsibility of business towards the consumers is a vital activity. Explain.
14. Bring out the reasons for consumer movement.
15. Explain the significance of SWOT analysis in business environment.
16. Write on business ethics in india.
17. What is regional economic grouping? What are its benefits?

SECTION – C

(2 X 20=40)

Answer any two questions.

18. Analyse the impact of politics and technology on business environment.
19. What is mixed economy? What are its merits and demerits?
20. In India the government is more a regulator of business than a promoter of business. Do you agree? Explain.
21. Analyse the advantages and disadvantages of globalization.
