

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2011-12 & thereafter)**

**SUBJECT CODE : 11CM/ME/BE43**

**B.Com. / B.Com(CS) DEGREE EXAMINATION APRIL 2014**  
**COMMERCE**  
**CORPORATE SECRETARYSHIP**  
**FOURTH SEMESTER**

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

**MAX. MARKS : 100**

**SECTION-A**

**ANSWER ALL QUESTIONS:**

**(10 x 3 = 30)**

1. What are the components of business?
2. What is business ethics?
3. What is meant by economic environment?
4. What are the processes of environmental analysis?
5. Write a note on Consumerism.
6. What is mean by PEST analysis?
7. Define Social Responsibility.
8. What are the special features of Consumer Protection Act 1986?
9. What is the European Union?
10. State any three reasons for entering global markets.

**SECTION-B**

**ANSWER ANY FIVE QUESTIONS:**

**(5 x 6 = 30)**

11. How has technology contributed to social change? Explain.
12. What are the factors influencing business ethics?
13. Explain in brief the functioning of price mechanism under capitalism.
14. Discuss the social responsibility of business, towards share holders and employees.
15. Discuss the functions of a Quality Circle relating to Consumer Rights.
16. Discuss about COPRA 1986 and its main provisions.
17. What are the main objectives of SAARC?

**SECTION-C**

**ANSWER ANY TWO QUESTIONS:**

**(2x20= 40)**

18. Discuss the various components of micro environment of business.
19. Discuss about the various forms of Workers Participation in Management.
20. What is the need and importance of consumer protection?
21. What are the various factors influencing Economic systems?

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