

**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 2015**  
**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. Define Business Environment.
2. Expand: ASEAN, SAARC, COPRA.
3. What is External Business Environment?
4. What is Business Ethics?
5. What is Culture?
6. Define Socialism.
7. What is Social Responsibility of Business?
8. What is Quality Circle?
9. What is Utility of Consumerism?
10. What is Global Business Environment?

**SECTION-B**

**ANSWER ANY FIVE QUESTIONS: (5 x 6 = 30)**

11. Explain the Technological Environment in Business.
12. Explain the features of Mixed Economy.
13. Explain the Social Responsibility of Business towards employees.
14. Explain the importance of Worker's participation in management.
15. Explain Consumer Rights in India.
16. What are the major advantages of Regional Economic Grouping?
17. Explain Governments' role in Business.

**SECTION-C**

**ANSWER ANY TWO QUESTIONS: (2x20= 40)**

18. Discuss the merits and de-merits of Capitalism.
19. Explain the various external forces of Business Environment.
20. What is a Trade Union? Explain the rights and liabilities of a Trade Union.
21. Discuss the major impact of pollutions of Business Environment.

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