

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 2016
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 the term "Business".
2. What is External Environment?
3. What is Mixed Economy?
4. What is Capitalism?
5. Define Worker's Participation in Management.
6. What do you mean by Fringe Benefits?
7. Define Consumerism.
8. What is Quality Circle?
9. What is Social Responsibility?
10. Write short notes on SAARC.

SECTION-B

ANSWER ANY FIVE QUESTIONS:

(5 x 6 = 30)

11. What are the classifications of Business Environment?
12. Describe the need for Business Ethics.
13. What is socialism? State its advantages.
14. Describe the criteria for determining the social responsibilities.
15. Explain the objectives of worker's participation in management.
16. Elucidate the objectives of Consumer Protection Act 1996.
17. What are the classifications of Regional Economic Grouping?

SECTION-C

ANSWER ANY TWO QUESTIONS:

(2x20= 40)

18. Enumerate the importance and the features of Business Environment.
19. Explain the Factors affecting social orientation in business.
20. State the merits and demerits of Capitalism.
21. What are the responsibilities of government towards business and business towards government?
