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**D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE – 1**

**SEMESTER EXAMINATIONS**

**APRIL - 2018 15CCO6F**

**ELECTIVE IV : BUSINESS ENVIRONMENT**

**Time: 3 Hrs Max. Marks: 75**

**SECTION – A (10 X 2 =20)**

**Answer ALL the questions.**

1. What is Business Environment?
2. What is ETOP?
3. What is Legal Environment?
4. What is Political Environment?
5. What is Technological Environment?
6. What is Demographic Environment?
7. What is Migration?
8. What is Innovation?
9. What is Globalization?
10. Give any two Challenges for Globalization.

**SECTION – B (5 X 5 =25)**

**Answer any FIVE of the following questions.**

1. What is Environment analysis? Explain SWOT Analysis with an Example.
2. Discuss the Social Responsibility of Business towards the community.
3. Explain how political Environment affects the business Environment.
4. What is Ecology? Explain the different kinds of Pollution.
5. Explain the need for consumer protection.
6. What is Corporate Governance? Explain its importance in a business.
7. How does Legal Environment affect the Business?
8. Discuss the Stages of Globalization.

**SECTION – C (3 X 10 =30)**

**Answer ALL the questions.**

1. a) Explain the different types of Environment affecting Business?

(Or)

b) How does Economic Environment affect the business Environment? Discuss.

1. a) Write short notes on the following
2. Gandhiji’s Economic Ideas.
3. The Trusteeship doctrine.

(Or)

b) Explain how Technological Environment has its impact on Business Environment.

21.a) Discuss the problems caused by population Growth and Suggest measures to Control

(Or)

b) What is Globalization? Explain its merits and demerits.

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