

Q.P. Code : 19341

[Time: 2:30 Hours]

[ Marks: 75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Figures to the right indicate full marks

**Q.1.a)** State whether the following statements are True or False. (Attempt any 8)**8**

- 1) Ethics deals with \_\_\_\_\_ action of individuals.  
a) Right b) Wrong c) Clear
- 2) \_\_\_\_\_ are the most significance force pressuring firms for social action.  
a) Competitors b) Employees c) Government
- 3) Business helps in \_\_\_\_\_ of human wants.  
a) Creation b) Marketing c) Satisfaction
- 4) Business objectives should be \_\_\_\_\_.  
a) Flexible b) Rigid c) Fixed
- 5) Impact of economic environment on business is \_\_\_\_\_.  
a) Large b) Nil c) Limited
- 6) Socio cultural factors changes \_\_\_\_\_.  
a) Gradually b) Suddenly c) All of these
- 7) PESTLE analysis studies environmental \_\_\_\_\_ on the business.  
a) Influence b) Issues c) Criteria
- 8) Foreign collaboration is a part of \_\_\_\_\_ growth strategy.  
a) External b) Internal c) Domestic
- 9) India's exports are \_\_\_\_\_.  
a) Increasing b) Decreasing c) Limited
- 10) FDI \_\_\_\_\_ industrial growth.  
a) Promotes b) Restricts c) Avoids

**Q.1.b)** Select the most appropriate alternative and rewrite the statements. (Attempt any 7)**7**

- 1) The element of risk and uncertainty is very high in business.
- 2) India's balance of trade is favorable.
- 3) Entrepreneur generates employment for others.
- 4) WTO was replaced by GATT.
- 5) Business organization is responsible for creating ecological balance.
- 6) Business objectives justify the existence of the business.
- 7) To promote exports is one of the national objectives of business.
- 8) Government is indifferent towards safeguarding consumer interest.
- 9) Internal factors are controllable and have influence on business decisions
- 10) India is member of WTO.

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- Q.2.a)** What are business objectives? Explain its feature 8  
**b)** Explain the importance of PESTEL analysis 7  
**OR**  
**c)** Explain the process of environmental analysis. 8  
**d)** Discuss in detail the economic and human objectives of business 7
- Q.3.a)** Define business ethics. Explain its scope. 8  
**b)** Explain the Characteristics of entrepreneur. 7  
**OR**  
**c)** What are the Features of business ethics? 8  
**d)** Discuss the problems faced by Indian consumers. 7
- Q.4.a)** Explain the Benefits of social audit to the company 8  
**b)** Discuss the relationship between business and ecology. 7  
**OR**  
**c)** Explain the Scope of CSR activities in a company. 8  
**d)** What is the need for social responsibility in business? 7
- Q.5.a)** Explain the internal growth strategies. 8  
**b)** Discuss the growth strategies of MNCs. 7  
**OR**
- Q.5 c)** Write short note on **any 3** from the following: 15  
**a)** WTO  
**b)** FII  
**c)** Consumer Protection Act 1986  
**d)** Components of business environment  
**e)** Corporate governance

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