

F4FM
BUSI. EVS.

16/3/2017

Sem - I

fm 39

Q.P. Code :00111

[Time: 2 1/2 Hours]

[Total 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. Match the following (attempt any 8 out of 10)

(08)

Column A		Column B	
i)	Survival	a)	One feature of business objective.
ii)	Employees	b)	Environmental Analysis
iii)	Mission	c)	Economic objective
iv)	Regulatory Environment	d)	Internal Business Environment component
v)	To generate employment	e)	Unethical Business Practice
vi)	Multiple Objectives	f)	Responsibility towards society
vii)	Bribe	g)	Organic objectives
viii)	PESTLE	h)	Up to 25 lakhs.
ix)	Profit through service	i)	Basic philosophy
X)	Investment in plant & machinery for micro manufacturing enterprises	j)	External environmental factor

Q. 1 b) State true or false (attempt any 7 out of 10)

(07)

- Business objectives are mutually supportive.
- To earn profit is one of the social objectives of Business.
- Socio-cultural factor change gradually.
- Impact of economic environment on Business is Limited.
- Internal politics weakens corporate culture.
- Ritualistic follows a fixed procedure.
- FDI is freely allowed in India's defense sector.
- Primary products include tea & coffee.
- TNCs are superior to MNCs.
- Social responsibility concept is against profit making in Business.

Q.2 a) Define Business. Explain the organic Objectives of Business in detail.

(08)

b) Explain in detail the steps while formulating Business Objectives.

(07)

OR

c) Write a detailed note on SWOT Analysis.

(08)

d) What do you mean by environmental Analysis? Discuss the external factors influencing Environment Analysis.

(07)

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- Q.3 a) Explain the term Consumerism. Discuss the features of Consumerism.
b) Explain the Social, Psychological & Government factors influencing Entrepreneurial Developments.

OR

- c) Discuss the deficiencies in consumer Protection Act, 1986.
d) Elaborate the role of Consumerism in Consumer Education & Guidance.

- Q.4 a) Discuss the social Responsibility of Business towards Shareholders.
b) Explain the Benefits of Good Corporate citizenship.

OR

- c) Write a detailed note on Audit Committee.
d) Discuss the importance of Social Audit.

- Q.5 a) Discuss the growth strategies of Multinational Corporations.
b) Discuss the positive implications of FDI inflows on Indian Industries.

OR

- c) Write short notes on **any three** from the following :-
i) WTO.
ii) Commodities Exported in India.
iii) Characteristics of MNCs.
iv) Carbon credit.
v) Corporate culture.