

Duration: 2 1/2 hours

Max marks: 75

- NOTE:
- All questions are compulsory.
 - Figures to the right indicate full marks.
 - Draw neat and clean diagram wherever necessary.

Q1 a. Match the Column: (Any 8)

8

	Column A		Column B
1	Demographic Environment	a.	Foreign Trade Policy
2	Corporate Culture	b.	100%
3	GATT	c.	Weakness
4	State Consumer Redressal Commission	d.	Age & Gender
5	National Consumer Redressal Commission	e.	Jargons
6	FDI in E Commerce	f.	1st Indian Company for Social Audit
7	FDI in Banking	g.	WTO
8	Tata Steel	h.	74%
9	Low Productivity	i.	Complaints above 20 Lakhs upto Rs 1
10	Economic Environment	j.	Complaints above Rs 1 Crore

b. State whether the following statements are true or false: (Any 7)

7

- Business objectives have priority over business planning
- Environment is an inseparable part of business
- Every professional activity has its own ethical standards.
- Entrepreneurs are engine for economic growth.
- Consumer education should be part of general education.
- Profit and profiteering are identical terms
- Social responsibility is universally accepted aspect of business management.
- Pollution control is the responsibility of government and not of business.
- The idea of social audit is originated in England.
- India's share in world export trade is significant.

Q2 a. What are different types of business objectives? Explain any two in brief.

8

b. Explain the characteristics of business environment.

7

OR

- Q2 a Write a detailed note on ethical dilemma. 8
b. Discuss the internal factors affecting business environment. 7

- Q3 a State and explain briefly factors influencing entrepreneurial development. 8
b. Discuss measures to improve consumerism in India. 7

OR

- Q3 a Discuss various criticism of CPORA Act. 8
Explain the various reasons for strong corporate governance in current business
b. scenario. 7

- Q4 a Enumerate various advantages of corporate social responsibility. 8
b. "Ecology and business are closely related." Justify 7

OR

- Q4 a What are the benefits of social audit? 8
b. Discuss any one strategy for going global in detail. 7

- Q5 a Explain the benefits of MNCs and TNCs to developing countries. 8
b. Discuss positive and negative implications of FDI in India. 7

OR

- Q5 Write short notes on **any 3**: #
a. Environment Analysis
b. Scope of Ethics
c. MSMEs.
d. WTO
e. Balance of Trade
