

Q.P. Code : 00109**[Time: 2 $\frac{1}{2}$ Hour]****[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 marks.

Q.1 a. Match the following (Attempt any 8 out of 10).**(8)**

i) TNC.	a) 1986.
ii) WTO.	b) Strength & Business.
iii) Consumer protection Act.	c) Threat to business.
iv) Strong financial position.	d) 1995.
v) Narrow project range.	e) Internal growth business strategy
vi) Political instability.	f) Progressive concept as compared to MNC.
vii) Booming stock market.	g) Weakness of business.
viii) Diversification.	h) Opportunity to business.
ix) SIDBI.	i) Demographic factors.
x) Population, taste, fashion.	j) Small loans to micro Enterprises.

Q.1 b. State True or False (Attempt any 7 out of 10).**(7)**

- i) Business objectives need not to be multiple.
- ii) Well defined objective give clear direction to the activities of company.
- iii) PESTLE analysis identifies internal factors.
- iv) Ethics need willing acceptance.
- v) In ethical dilemma there is a choice to be made.
- vi) The policies of MSMED are issued by RBI.
- vii) FDI restricts industrial & economic growth.
- viii) India's balance of trade is favorable.
- ix) GATT was an arrangement and not an institution.
- x) EU is the main buyer of carbon credits.

Q.2 a) Explain in detail the Regulatory and Demographic component of Business Environment.**(8)****b) Describe the guidelines for Setting Business objectives.****(7)****OR****c) Enumerate the main objectives of SWOT analysis and state its importance.****(8)****d) State the techniques used for Environmental Analysis.****(7)**

Q.P. Code : 00109**Q.3 a)** Explain Corporate Culture. Explain the features of Corporate Culture in detail. **(8)**b) Discuss the role of consumerism in consumer protection. **(7)****OR**c) Define Entrepreneurship. Discuss the steps in developing Entrepreneurial career. **(8)**d) Discuss the need for Business Ethics. **(7)****Q.4 a)** Write a detailed note on Audit committee. **(8)**b) Explain the need for Corporate Governance. **(7)****OR**c) Discuss the Social Responsibility of Business towards consumers. **(8)**d) Explain the different types of Environmental Pollution. **(7)****Q.5 a)** Discuss the objectives and functions of WTO. **(8)**b) Explain the commodities exported from India. **(7)****OR**c) Write short notes on **any three** from the following. **(15)**

- i) FDI
- ii) Transnational confederation.
- iii) Diversification strategy of business growth.
- iv) Ethical & Unethical Business practices.
- v) Social Responsibility towards Government.