

Q.P. Code :19342**[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) Select the most appropriate alternative and rewrite the statements. (Attempt any 8) (08)

- 1) Basic objectives of business is _____.
a) Profit maximization 2) Buying and selling 3) Profiteering
- 2) Business environment is _____.
a) Dynamic b) Static c) Simple to understand
- 3) State commission can deal with cases involving value of goods\compensation not exceeding _____.
a) 20 lakhs b) 50 lakhs c) One crore
- 4) _____Audit is a report of economic performance.
a) Commercial b) Social c) Human resource
- 5) Study of ethics is a part of _____.
a) Social science b) History c) Economic
- 6) Business helps in _____ of employment opportunities.
a) Creation b) Bridging c) Objecting
- 7) Commercial audit is inspection of account & balance sheet of a company as per the provision of Indians Companies ACT, _____.
a) 2013 b) 1956 c) 1986
- 8) TNCs are _____ to MNCs.
a) Superior b) Inferior c) Equal
- 9) FDI _____ industrial and economic development.
a) Promotes b) Restricts c) Avoids
- 10) Share of developing countries in India's export is _____.
a) Increasing b) Decreasing c) Limited

Q.1 b) State whether the following statements are True or False. (Attempt any 7) (07)

- 1) Strengths & weakness are often internal to an organization.
- 2) Face to face ethics is one of the forms of ethical dilemmas.
- 3) The maximum compensation sought is upto Rs. 5 lakhs on filling a complaint before the district forum.
- 4) India's balance of trade is unfavorable.
- 5) Business objectives should not be rigid.
- 6) Avoiding profiteering is one of the social objectives.
- 7) Humanistic attitude makes employees happy.
- 8) GATT was replaced by WTO
- 9) FDI helps in technology diffusion.
- 10) Maximizing profits is the only key to accomplish organization goals.

Q.2 a) Explain the Characteristic of business. (08)**Q.2 b) Discuss the Role of objectives in business management. (07)****OR****Q.2 c) Explain SWOT analysis. (08)****Q.2 d) State and explain the Characteristic of business environment. (07)**

- Q.3** a) Define corporate culture. Explain its features. **(08)**
Q.3 b) Explain the features of Consumer protection ACT 1986. **(07)**
OR
Q.3 c) Discuss the relationship between entrepreneurship and economic development. **(08)**
Q.3 d) What Factors influence business ethics in India? **(07)**
Q.4 a) Explain the need for corporate governance. **(08)**
Q.4 b) Discuss the arguments in favour of social responsibility of business. **(07)**
OR
Q.4 c) Explain the Features of social audit. **(08)**
Q.4 d) Distinguish between Social audit and Commercial audit. **(07)**
Q.5 a) Explain the External growth strategies. **(08)**
Q.5 b) What are the characteristics of a MNC? **(07)**
OR
Q.5 Write short note on **any three** from the following: **(15)**
 a) MNCs
 b) FDI
 c) MSMEs
 d) Ethical climate
 e) Economic objectives of business
