75 Marks.

NOTE: ALL QUESTIONS ARE COMPULSORY.

Q.1.A) State whether the following statements are True or False. (Any 8)   (08)

   1) Business activities are risky in nature.

   2) Objectives must be clearly defined.

   3) Environmental Analysis is a continuous process.

   4) PESTLE Analysis is not useful.

   5) Consumer are well united in India.

   6) Consumers are indifferent lot.

   7) Eco-friendly Technology is also called Green Technology.

   8) Foreign Collaboration is a part of External Growth Strategy.

   9) Diversification is a vertical growth strategy.

   10) FDI is inflow of Foreign Investment.

Q.1.B) Match the following.(Any 7)   (07)

Group A	Group B
1) Survival	a) Code of Conduct
2) Generate Employment	b) Public Favored
3) Ethics	c) Small loans to Micro Enterprise
4) Government Policy	d) Economic Objective
5) SIDBI	e) Prime Objective of Business
6) Consumerism	f) Corporate Social Responsibility
7) 1986	g) Responsibility of all of us
8) CSR	h) A curse to Ecology
9) Environment Protection	i) Consumer Protection Act
10) Pollution	j) Consumer Awareness

Q.2.A) Discuss the features of Business.   (15)

OR

Q.2.B) What are the various features of Business Environment? Explain. (08)

Q.2.C) What are the benefits of Environmental Analysis? Explain (07)

Q.3.A) Write a detailed note on PESTLE Analysis. (15)

OR

Q.3.B) Describe features of Business Ethics. (08)

Q.3.C) Discuss the factors influencing Entrepreneurial Development. (07)

Q.4.A) Discuss the scope and advantages of Social Responsibility. (15)

OR

Q.4.B) Explain the features of Corporate Governance (08)

Q.4.C) What are the needs for Corporate Governance. (07)

Q.5.A) Discuss various areas of Social Responsibility of business. (15)

OR

Q.5) Short Notes.(Any 3) (15)

    1) Ecology

    2) Carbon Credit

    3) FDI Objectives

    4) MSME

    5) Consumer Rights