

Q.1.A. Multiple Choice Questions:- (Any 8)

(8)

1. Business and its Environment are _____
(i) Unrelated (ii) Inseparable (iii) Separable
2. Business ethics is nothing but the application of ethics in _____
(i) Art (ii) Science (iii) Business
3. _____ is the system by which businesses are directed and controlled.
(i) Corporate Governance (ii) CSR (iii) Social Audit
4. _____ is the most significant force pressuring firms for social actions.
(i) Competitors (ii) Employees (iii) Government
5. _____ Audit helps in evaluating business activities in terms of social benefits.
(i) Social (ii) Commercial (iii) Human Resource
6. _____ company produces, markets, invest and operates across the world.
(i) Global (ii) Multinational (iii) Transnational.
7. WTO stands for _____
(i) World Trade Organization (ii) World Time Organization (iii) World Technology Organization
8. _____ refers to only the difference between the value of imports and exports.
(i) Balance of Payment (ii) Balance of Trade (iii) Balance of Money
9. In the last three years highest FDI inflows is in _____ in India.
(i) Service sector (ii) Telecommunication Sector (iii) Power sector
10. To earn profit is one _____ objectives of business.
(i) Economic (ii) Social (iii) National

Q.1.B. State whether the following statements are True or False: (Any 7)

(7)

1. Business creates time, place and form utility for satisfaction of wants.
2. Business should meet social obligations along with economic objectives.
3. Internal factors are controllable and have influence on business decisions.
4. Nearly all business decisions may be judged as right or wrong, ethical or unethical.
5. Lack of self confidence is the secret of success of all entrepreneurs.
6. Entrepreneurs are born not made.

7. It is not enough to be aware of basic rights, consumers must assert the rights.

8. Business organization is responsible for creating ecological balance.

9. Social Audit has to be conducted by Chartered Accountant.

10. Globalization is not necessary for developing country.

Q.2.(a) Explain the features of Business Environment. (8)

(b) Define Business. Explain the Characteristics of Business. (7)

OR

(c) Explain the technique of SWOT Analysis. (8)

(d) Explain the classification of Objectives. (7)

Q.3.(a) What is Ethics? Explain the nature of Ethics. (8)

(b) What is Ethical Dilemmas? Explain the sources of ethical dilemmas. (7)

OR

(c) What is Consumerism? Explain the effects of consumerism. (8)

(d) Discuss in detail The Central Consumer Protection Council. (7)

Q.4 (a) Explain the Responsibility towards Employees and Government. (8)

(b) What is Social audit? Explain the benefits of Social Audit. (7)

OR

(c) Define Corporate Governance. Explain the characteristics of Corporate governance. (8)

(d) Discuss the Mechanism of Corporate Governance in India. (7)

Q.5. (a) What is WTO? Explain the principles of Trading system. (8)

(b) What is FDI? Explain the need of FDI. (7)

OR

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

1. PESTEL Analysis

2. Advantages of MNC's

3. Commercial Audit

4. The State Consumer Protection Council

5. TNC's