

Q.P. Code : 00114**[Time: 2 $\frac{1}{2}$ 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 marks.

Q.1 a) Match the following: (Attempt any 8 out of 10)**(08)**

Column A	Column B
i) WTO	a) Superior to MNC
ii) Attractive Overseas markets	b) Strength of business
iii) TNC	c) GATT
iv) MN Company	d) External growth Strategy
v) Employees of company	e) Weakness of business
vi) High brand Equity	f) Coca-Cola
vii) Consumers of company	g) Threat of business
viii) High employee turnover	h) Internal Environment
ix) Strict Government Controls	i) Opportunity of Business
x) Amalgamation	j) External Environment

b) State True or false. (Attempt any 7 out of 10)**(07)**

- i) Profit is driving force behind all business.
- ii) Objectives should be defined in quantitative terms.
- iii) Political uncertainty and economic prosperity go together.
- iv) Corporate culture is Static.
- v) Intuition solves ethical dilemma.
- vi) Innovator develops new ways of doing work.
- vii) FDI helps in technology diffusion.
- viii) India's exports are decreasing.
- ix) Merger is a type of business combination.
- x) Carbon Credits have no capacity to reduce emissions.

Q.2 a) Discuss the factors affecting Environmental analysis and techniques of Environmental analysis.**(08)****b) Describe the Demographical and Economical components of business Environment.****(07)****OR****c) Define business and explain the need for business.****(08)****d) What are the merits and demerits of PESTLE analysis?****(07)**

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- Q.3** a) What is business ethics? Discuss various ethical and unethical business Practices. (08)
- b) State and explain the need for Strong consumer movement. (07)
- OR**
- c) Describe the reasons for Slow growth of consumerism in India. (08)
- d) Define Consumerism and explain its objectives. (07)
- Q.4** a) Explain the Meaning and Scope of Corporate social responsibility. (08)
- b) Discuss the arguments against Corporate Social responsibility of business. (07)
- OR**
- c) Explain the Social responsibility of Business towards its employees. (08)
- d) What is the Importance of Social Audit for an organisation? (07)
- Q.5** a) State and explain the arguments against MNC's. (08)
- b) What are the external growth strategies for an organisation? (07)
- OR**
- c) Write short notes on **any three** from the following:- (15)
- i) Foreign Collaboration
 - ii) Transnational confederation
 - iii) FDI
 - iv) Types of Environmental Pollution
 - v) Consumer Protection