

Q1 a) Match the following questions correctly. (Any 8)

08

| Group A | Group B |
|--|--|
| 1. Business in multiple nations | a. Two companies come together |
| 2. Merger | b. Correct and full information of the product |
| 3. Kyoto Protocol | c. Responsibility towards shareholders |
| 4. To earn sufficient profit | d. Reduction in carbon dioxide |
| 5. Right to be informed | e. MNC's |
| 6. To setup educational institution | f. To pay taxes honestly |
| 7. District Forum | g. Competition |
| 8. Responsibility towards government | h. Responsibility towards society |
| 9. Fair wages | i. Complaints up to 20 lakhs |
| 10. External factor affecting business | j. Responsibility towards employees |

Q1 b) State whether the following statements are True or False. (Any 7)

07

1. Business objectives should not be rigid.
2. Consumerism is a socio-political movement.
3. Audit committee meets once in a year.
4. FDI means foreign direct investment.
5. Eco-friendly technology is also called green technology.
6. MNC's are different from global corporations.
7. PESTLE analysis helps grab opportunity and defends from threats.
8. The primary objective of any business is to earn profit.
9. Business has limited capacity to influence environment.
10. Corporates have no responsibilities towards shareholders and society.

Q2.a) What are the various types of business environment?

07

Q2.b) Explain in detail the basic objectives of business.

08

OR

Q2.c) What is PESTLE analysis? Discuss its advantages and disadvantages.

07

Q2.d) Elaborate SWOT analysis.

08

Q3.a) Discuss the special features of consumer protection act, 1986.

07

Q3.b) What are the basic consumer rights in India?

08

OR

Q3.c) Explain the economic and social factors influencing entrepreneur development.

07

Q3.d) What are the features of corporate culture?

08

Q.4.a) Discuss the arguments against CSR. 07

Q.4.b) Discuss the responsibility of business towards consumers. 08

OR

Q.4.c) Discuss the various types of environmental pollution. 07

Q.4.d) Explain corporate governance and its features. 08

Q5.a) What is diversification? Explain the methods for diversification. 07

Q5.b) What is FDI? What are the advantages of FDI flows? 08

OR

Q5. Short Notes. (Any three) 15

1. Measures to control pollution.
2. District Consumer Forum.
3. Functions of the WTO.
4. SWOT analysis
5. Responsibility of business towards society.

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