

Note: Attempt all the questions.

Q.1. A) State whether the following statements are true or false.(any 8) (08)

1. Objectives should be defined in quantitative terms.
2. External Environment is uncontrollable.
3. Ethics needs willing acceptance.
4. Entrepreneurs are important for social-economic development.
5. Consumer associations discourage consumers to form their groups.
6. Compliance of laws, rules and regulations is not a part of CSR.
7. Charity degrades human dignity.
8. Ecological degradation is the result of unplanned industrialization.
9. Kolkata, Delhi and Mumbai are the noisiest cities in India.
10. India's balance of trade is favourable.

B) Match the pairs. (Any 7) (07)

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| 1. FDI in banking | a) Traded on multi commodity exchange |
| 2. India's Export | b) have a cornered most of the carbon market |
| 3. Global corporation | c) Consumer Awareness |
| 4. Carbon credit | d) investment above Rs. 10 laks and upto rs. 2 crores. |
| 5. India and china | e) 74% |
| 6. Trusteeship concept | f) operates at global level |
| 7. Consumerism | g) 1.7% of world exports in 2011 |
| 8. Small service enterprises | h) Exploitation of consumers |
| 9. Bribe | i) EXIM Policy |
| 10. Economic environment | j) Mahatma Gandhi |

Q.2. A) State the features of Business Environment. (08)

B) Explain the benefits of Environment Scanning. (07)

OR

C) Define Business Ethics. Describe the importance of business Ethics in Business. (08)

D) Explain the steps in developing Entrepreneurial career. (07)

Q.3. A) Elaborate the role of consumerism in consumer education, Guidance and Consumer protection. (08)

B) Discuss the salient Features of consumer protection act, 1986. (07)

OR

C) Explain the responsibilities of Business towards consumer, shareholders and employees. (08)

D) Explain the benefits of social Audit. (07)

Q.4. A) Discuss the growth strategies of MNC's and TNC's. (08)

B) Discuss India's Foreign Trade. (07)

OR

C) Elaborate the advantages and limitations of MNC's to the host countries. (08)

D) State the Features of MNC's. (07)

Q.5. Enumerate the positive and Negative implications of FDI inflows on Indian Economy. (15)

OR

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

1. External Growth Strategies.

2. Socio-cultural Environment.

3. TNC's

4. Ethical Dilemma.

5. Carbon Credit.
