

Q.1 (A) Match the following - Select the correct answer: (Any Eight) (8M)

Column A	Column B
1. Fair trade practices	a. Profit
2. Goals of the Organisation	b.1956
3. Social audit	c. Responsibility of everyone
4. Economic Objective	d. Foreign Trade Policy
5. Going Global	e. Concerned with social performance
6. Mergers	f. Social Objective
7. Environment protection	g. Business Growth & Diversification
8. FTP	h. Within the scope of CSR
9. Indian Companies Act	i. External Growth Strategy
10. Fair business practices	j. Internal Environment

Q.1 (B) State whether True or False: (Any Seven) (7M)

1. Export promotion is possible through FDI.
2. India's balance of trade is favourable.
3. GATT was an arrangement & not an institution.
4. Social audit measures the social performance of a business unit.
5. WTO establishes a framework for trade policies.
6. Commercial audit and social audit are not the same.
7. Corporate Social Responsibility creates a favourable public image.
8. The cost to start a new business is called start-up costs.
9. Business ethics is a branch of social science.
10. The element of risk and uncertainty is very high in business

Q.2 (a) Define business. Explain the various features of business. (8M)

(b) Explain the importance of business to consumers and business firms. (7M)

OR

(c) Explain briefly the various internal factors constituting business environment. (8M)

(d) Explain the meaning of business objectives. Explain its features. (7M)

Q.3 (a) Explain factors influencing business ethics? (8M)

(b) Define entrepreneur and Explain characteristics of entrepreneur. (7M)

OR

(c) What are the objectives of consumer protection councils? (8M)

(d) What are the advantages of managing ethics at workplace? (7M)

Q.4 (a) Explain the responsibility of business towards shareholders and employees. (8M)

(b) Explain the benefits of Social Audit. (7M)

OR

(c) What is Social Audit? Explain its features. (8M)

(d) Define corporate governance. Explain its Importance. (7M)

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VCD/___ CLASS: FY.BAF SEM-I SUBJECT: Business Environment Time: 2½ Hrs. Marks:75

Q.5 (a) Explain functions of WTO.

(8M)

(b) Explain Trend in India's Foreign Trade.

(7M)

OR

(c) Write short notes on: (Any Three)

(15M)

1. SWOT
2. PESTEL
3. FDI
4. Advantages of TNCS
5. Disadvantages of MNCS.