

**Duration: 2 1/2 hours**

**Max marks: 75**

- NOTE:
- All questions are compulsory.
  - Figures to the right indicate full marks.
  - Draw neat and clean diagram wherever necessary.

- Q1 a. Match the Column: (Any 8) 8
- |  |                                      |
|--|--------------------------------------|
| 1 Demographic Environment                | a. Fiscal Policy                     |
| 2 Corporate Culture                      | b. 49 %                              |
| 3 GATS                                   | c. Weakness                          |
| 4 State Consumer Redressal Commission    | d. Occupation & Lifestyle            |
| 5 National Consumer Redressal Commission | e. Stories & Values                  |
| 6 FDI in E Commerce                      | f. Implemented Social Audit In India |
| 7 FDI in Defense                         | g. Developing Trade in Services      |
| 8 TISCO                                  | h. 100 %                             |
| 9 Low Productivity                       | i. Complaints above 20 Lakhs         |
| 10 Economic Environment                  | j. Complaints above Rs 1 Crore       |
- b. State whether the following statements are true or false: (Any 7) 7
- Traditionally, business refers to commercial activities
  - Objectives have inherent power to simulate follow-up actions
  - Neglect of environment is possible in the present competitive and dynamic business world
  - Mr.Narendra Modi, prime minister of India, has launched the 'Make in India' campaign.
  - Scanning the environment means understanding the environment in an appropriate manner
  - Every professional activity has its own ethical standards
  - Ecology, environment and quality of life are not interrelated concepts
  - Social audit is compulsory in India under Indian Companies Act 2013
  - FDI is comparatively more durable type of foreign investment
  - CSR concept is partly compulsory and partly voluntary
- Q2 a. What are business objectives? Explain importance of business objectives. 8
- b. Explain the characteristics of business environment. 7
- OR
- Q2 a. Write a detailed note on ethical dilemma. 8
- b. Discuss the internal factors affecting business environment. 7
- Q3 a. State and explain briefly factors influencing entrepreneurial development. 8
- b. Discuss measures to improve consumerism in India. 7

OR

- Q3 a Discuss various criticism of CPORA Act. 8  
Explain the various reasons for strong corporate governance in current business  
b. scenario. 7
- Q4 a Enumerate various advantages of corporate social responsibility. 8  
b. "Ecology and business are closely related." Justify 7
- OR
- Q4 a What are the benefits and importance of social audit? 8  
b. Discuss any one strategy for going global in detail. 7
- Q5 a Explain the benefits of MNCs and TNCs to developing countries. 8  
b. Discuss positive and negative implications of FDI in India. 7
- OR
- Q5 Write short notes on any 3: 15  
a. Environment Analysis  
b. Scope of Ethics  
c. Socio Cultural Environment  
d. WTO  
e. India's Balance of Trade

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