

Q.P. Code : 34130

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)	Inherited business	a. Aid-to-trade
2)	Banking	b. Internal environment
3)	Co-operative organization	c. External micro environment
4)	Vision, mission	d. 1969
5)	Distributors	e. Capitalism
6)	Demographics	f. Joint Hindu Family
7)	MRTP Act	g. External macro environment
8)	Lesser government regulation	h. Rendering service
9)	Private Ownership	i. Liberalisation
10)	Dominant One party system	j. Cuba

b. State whether the following statements are true or false (Any 7)

7

- Political uncertainty & economic prosperity go together
- Corporate social responsibility makes social groups satisfied
- GATT was replaced by WTO
- MNC's create brain drain in the host countries
- CSR propagates unfair trade practices
- Honesty & Integrity have an impact of business
- Social audit determines social performance
- Cultural factors have no impact on business
- According to Michael Porter competition in an industry is influenced by two factors.
- The banking sector has emerged as a sunrise sector in the Indian economy.

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Q2 a Explain in brief various components of business environment. 15

OR

Q2 a Discuss in detail the nature of business. 8

b. Write a detailed note on Socialism. 7

Q3 a Discuss in detail the political institutions in India 8

b. "Joint sector helps in the growth of economy". Explain. 7

OR

Q3 a What is social audit? Explain its importance for business. 8

b. What are the basic factors influencing corporate governance. 7

Q4 a Explain the impact of technology on business. 8

b. Discuss competitive strategies that firms usually apply to stay in business. 7

OR

Q4 a Evaluate Direct and Indirect Exporting as a tool to enter foreign market. 8

b. Describe briefly the objectives and functions of WTO. 7

Q5 a Discuss the various dangers of MNCs to developing country. 8

b. Explain the functions of FDI in developing countries. 7

OR

Q5 Write short notes on **any 3**: 15

a. Types of Industry

b. Joint Hindu Family Business

c. Socio Cultural Environment

d. CSR

e. Investment opportunity in service Industry