Q.P. Code : 04545

[time:2$^1/_2$hours] **[marks: 75]**

N.B
1. All questions are compulsory
2. Figures to the right indicate full marks

Q.1 A Match the following (any 8) 8

A	B
1. S-curve	a. WTO
2. Capitalism	b. Unique product
3. Differentiation strategy	c. Cultural environment
4. Capital goods	d. Technology
5. Monetary policy	e. Freedom of enterprise
6. GATT	f. Machines
7. Symbols	g. Central Bank
8. Foreign exchange reserves	h. Transparency
9. Joint sector	i. FDI
10. Corporate governance	j. Owned by public and private sector.

B State whether the following statements are true or false (any 7) 7

1) The primary objective of business is to earn profit.
2) Economic reforms were introduced in the year 2001.
3) Social audit measures social performance of a business unit.
4) Business environment is dynamic.
5) Sunrise sectors are high growth sectors of the economy.
6) TRIPs deals with international investment measures.
7) USA is a socialist economy.
8) Focus strategy concentrates on the whole market.
9) Legal environment can be controlled.
10) Corporate governance does not hold directors accountable.

Q2 a. What is business environment? Explain its characteristics. 8
b. Explain the scope of business in brief. 7

OR

c. State and explain the components of micro external environment. 8
d. Explain the role of government in business 7

Q.3 a. What is socialism? Explain its features. 8

b. Explain the challenges faced by Indian economy. 7

OR

c. Do core traditional values have an impact on business? Comment 8

d. What is social audit? Explain its importance for business. 7

Q.4 a. What is technological environment? Explain its features. 8

b. What are the functions of WTO? 7

OR

c. Explain briefly the different foreign market entry strategies. 8

d. Explain the demerits of MNC s 7

Q.5 a. Explain the need for FDI in developing countries. 8

b. What are the different investment opportunities for Indian industry. 7

OR

c. Write short notes (any 3) 15

1) Legal Environment
2) Social Responsibility of Business.
3) LPG Model
4) SWOT Analysis
5) Role of Private Sector in Business.