

NOTE:

1. All questions are compulsory
2. All questions carry equal marks
3. Figures to the right indicate equal marks

Q1 a) Match the following (Any 8)

8

"A"	"B"
1.Primary Industry	a. Unfamiliar Culture
2.Service Industry	b. Machines
3.Legislature	c.1995
4.Executive	d. Tourism
5.Culture Shock	e. Age and Gender
6.Cultural environment	f. Agriculture
7.GATT	g. Enforce the law
8.WTO	h. Values and attitudes
9.Demographic Environment	i. Parliament
10.Capital Goods	j. 1948

Q1 b) True or False (Any 7)

7

1. Partnership is a type of business between two or more persons.
2. Ecological environment reduces carbon emissions.
3. Command economy is controlled by centralized power.
4. National budget determines how budgets are allocated.
5. Differentiation strategy does not focuses on specific subset of market.
6. Partnering reduces the bargaining power of customers.
7. Economic objectives include creating market.
8. Employment is limitation of globalization.
9. Internal factors are also known as exogenous factors.
10. Economic reforms were introduced in the year 2001.

Q2 a) what is business? Explain its features.

8

b) What are the role of business towards business environment?

7

OR

c) Explain Internal Environment in brief.

8

d) What is the need for analysis of business environment?

7

Q3 a) Explain the role of government in business.

8

b) Discuss the sunrise sectors of Indian Economy.

7

OR

c) Explain: Types of Economic Policies

8

d) Explain in brief the functions of Legislature.

7

Q4.a) what is cultural environment? Explain the impact of culture on business.

7

b) What are the advantages of technology to business?

8

OR

c) Explain: Michael Porter's Five Forces Analysis.

8

d) What are the principles of Corporate Governance?

7

Q5. a) What are the advantages of WTO?

8

b) Which are the different foreign market entry strategies?

7

OR

Q5. Write Short Notes (Any 3)

15

1. Aids to Trade

2. Executive

3. Social Audit

4. FDI

5. Globalization