

NOTE:

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

Q1.a) Multiple Choice questions (Any 8)

8

1. Business is a form of _____ activity.
(Economic, Non- economic, Social, Legal)
2. _____ industry consists of any operations that remove metals, mineral and aggregates from the earth.
(Primary, Genetic, Extractive, Service)
3. _____ includes trade and Aids- to- trade
(Industry, Commerce, Employment, Entrepot trade)
4. _____ include inflation, recession, saving rates, etc.
(Legal environment, Economic environment, Political environment, Social environment)
5. Parliament consists of the _____, the Rajya Sabha and the Lok Sabha.
(President of India, Prime Minister of India, Governor of India, Finance Minister of India)
6. _____ refers to the set of systems, principles and processes by which a company is governed.
(Audit, Corporate Governance, Ethics, CSR)
7. GATT was born in _____
(1946, 1948, 1952, 1942)
8. The GATT was a multilateral treaty signed by 96 governments called as _____ parties.
(Contracting, Client, Negotiator, Agent)
9. TRIPs stand for _____
(Trade- Related Aspects of Intellectual Property Rights, Trade- Related Intellectual Property Rights, Trade- Related Aspects of Interaction Property Rights, Trade- Related Aspects of Interchanging Property Rights)
10. In _____ projects the clients pay contractors to design and construct new facilities and train personnel.
(Strategic alliance, Franchising, Turnkey, Exporting)

Q1 b) True or false (Any 7)

7

1. Business environment is dynamic in nature.
2. SWOT minimizes the weakness and maximizes the strength in business.
3. Public expenditure is an important component of aggregate demand.
4. Economic system is a system of production.
5. Technology influences managerial styles.
6. The environment, culture and traditions in India are same to those of the west.
7. WTO helps promote peace within nations.

8. TRIPS deals with patents
9. Transport creates time utility.
10. USA is a socialist economy

Q2 a) Explain SWOT analysis in brief.

7

b) which are the different types of Business?

8

OR

c) What is business environment? Explain its features.

8

d) Explain any three elements of Macro environment

7

Q3 a) Explain in brief the functions of Legislature.

7

b) Which are the economic factors affecting business?

8

OR

c) What are the challenges faced by Indian Economy?

7

d) Explain the role of government in business.

8

Q4 a) what are the challenges posed by the use of technology?

7

b) Explain competitive strategies in detail.

8

OR

c) What are the social responsibilities of business towards different stakeholders?

7

d) Explain Social environment in brief.

8

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. GATT
2. Legal Environment
3. Business Ethics
4. LPG
5. Globalization