

Q.P. Code : 34129

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)	Business	a. Electricity
2)	Basic Industry	b Micro environment
3)	Economic Environment	c. Liberalisation
4)	Legal Environment	d.Organised Activity
5)	No License Raj	e. Monetary and Fiscal policy
6)	Absolutist System	f. Regulatory Environment
7)	Competitors	g. Monarchs and Dictators
8)	Tertiary Industry	h. Started in USA
9)	Social Audit	i. 1995
10)	WTO	j. Service Industry

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

7

- Economic markets include creating markets.
- Partnership is a type of business between two or more persons.
- Marketing intermediaries plays a significant role in developing business units.
- Ecological environment reduces carbon emission
- Swot minimizes the weaknesses and maximizes strength.
- India has one of the largest budget deficit in the developing world.
- Competition has effect on efficiency and productivity
- Globalisation aims at changing value system in the society.
- TRIPS deals with patents
- Greenfield investments is a type of turnkey project.

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Q2 a Discuss in detail different types of business organizations. 15

OR

Q2 a State and explain the significance of business environment. 8
b. Enumerate the various internal environmental factors influencing business environment. 7

Q3 a Discuss the legal framework in India. 8
b. Write a detailed note on Mixed economy. 7

OR

Q3 a Explain is the impact of business on public sector. 8
b. What are the challenges faced by Indian economy? 7

Q4 a Discuss the impact of foreign culture on business. 8
b. Explain briefly the social responsibility of business towards different stakeholders. 7

OR

Q4 a How is Porters Five Force Model useful to businessmen for competitors analysis. 8
b. Explain various features of globalization. 7

Q5 a Briefly highlight the core agreements in the Uruguay Round of GATT. 8
b. Discuss the factors influencing FDI. 7

OR

Q5 Write short notes on any 3: 15
a. Trade
b. SWOT Analysis
c. Corporate Governance
d. Demographic Environment
e. MNCs.