

Duration: 2 1/2 hours

Max marks: 75

- NOTE: i. All questions are compulsory.
ii. Figures to the right indicate full marks.
iii. Draw neat and clean diagram wherever necessary.

Q1 a. Match the Column: (Any 8)

- | | |
|--|---|
| 1) Organic Objective | a. Not Allowed |
| 2) Political Environment | b. 100% |
| 3) Demographic Environment | c. Internal Growth Strategy |
| 4) Generate Employment | d. Survival |
| 5) SEBI | e. Investment upto 25 Lakhs |
| 6) Diversification | f. Legislature, Executive and Judiciary |
| 7) Investment in Micro Manufacturing Enterprises | g. Investment upto 10 Lakhs |
| 8) Investment in Micro Service Enterprises | h. Responsibility Towards Society |
| 9) FDI in Telecom | i. Clause 49 |
| 10) FDI in Gambling | j. Age & Gender |

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

- 1) Corporate Culture acts as comforting security blanket for employees in the organisation.
- 2) PESTLE Analysis pinpoints shortcomings in the present set up of the company.
- 3) District forum entertains complaints upto rupees twenty lakhs.
- 4) Ecological degradation is the result of unplanned industrialization.
- 5) World Environment Day is on 6th June every year.
- 6) Balance of trade is favourable when exports are less than imports.
- 7) FDI inflow is permitted in gambling and betting.
- 8) MNCs have helped but not harmed the developing countries.
- 9) Corporate Governance is socially useful.
- 10) Profit and Profiteering is one and the same.

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Q2 a. Explain meaning and importance of business objectives.

b. Discuss Technological and Legal environment in detail.

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OR

- Q2 a. What is business ethics? Discuss its main features. 8
b. Explain the economic and psychological factors influencing entrepreneurial development. 7
- Q3 a. Discuss the reasons for slow growth of consumerism in India. 8
b. Enumerate the features of Consumer Protection Act, 1986. 7
- OR**
- Q3 a. Explain the advantages of good corporate citizenship. 8
b. Write a detailed note of Audit Committee. 7
- Q4 a. State and explain the features of social audit. 8
b. Discuss briefly the external growth strategies. 7
- OR**
- Q4 a. Explain the dangers of MNCs to developing countries with reference to present scenario. 8
b. Write a detailed note on India's Foreign Trade. 7
- Q5 a. Discuss objectives and functions of WTO. 8
b. Explain positive implications of FDI in India. 7
- OR**
- Q5 Write short notes on any 3: 15
a. National Objectives of Business
b. SWOT Analysis
c. Corporate Culture
d. Carbon Credit
e. Unethical Business Practices