

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 |

8

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.

7

Q2 a. Explain meaning and importance of business objectives.

8

b. Discuss Technological and Legal environment in detail.

7

OR

