

[Duration: - 2 ½ Hours]

BM125BE22

[Marks 75]

Note: -

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

**PART B**

**Q.2 ANSWER ANY ONE OF THE FOLLOWING**

**(10M)**

1. What is Business, Explain its characteristics.
2. Explain SWOT Analysis
3. Explain the Role of Business

**Q.3 ANSWER ANY ONE OF THE FOLLOWING**

**(10M)**

1. Explain the Political Environment of Business.
2. What are the challenges faced by the Indian Economy?
3. Explain the role of Government in Business

**(P.T.O)**

**Q.4 ANSWER ANY ONE OF THE FOLLOWING**

1. Explain social responsibility of business towards various stakeholders. (shareholders, government, customers, employees, society)
2. What is technological environment, explain its features.
3. What is social audit? Explain its importance for business.

(10M)

**Q.5 ANSWER ANY ONE OF THE FOLLOWING**

1. What is WTO, explain its Disadvantages of WTO
2. Explain LPG Model
3. Explain role and Functions of FDI.

(10M)

**XXXXXXXXXXXXXXXXXX**



Seat Number: - \_\_\_\_\_

Signature of Supervisor with Date:- \_\_\_\_\_

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Note: -

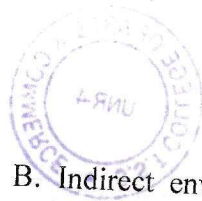
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### PART A

#### Q. 1 Multiple Choice Questions

(35 M)

1. \_\_\_\_\_ means the proportion of a nation population living in urban areas.  
A. Privatization B. Globalization C. Urbanization D. Liberalization
2. \_\_\_\_\_ change is a potent force the reconfiguration of industrial boundaries  
A. Technological B. Economical C. Organizational D. Environmental
3. Corporate contribution to political parties are now been \_\_\_\_\_ in our country  
A. Legalized B. Customized C. Introduced D. Authorized
4. \_\_\_\_\_ signifies the absence of any arbitrary restraint on the freedom of individual action and creations for the development of personality of The individual.  
A. Fraternity B. Liberty C. Secularism D. Socialism
5. \_\_\_\_\_ state can have an elected or hereditary head  
A. Democratic B. Autocratic C. Socialized D. Republic
6. \_\_\_\_\_ is a systematic application of scientific or other organized knowledge to practical task.  
A. Technology B. Society C. Demography D. Responsibility
7. Identification of companies technological assets that may provide \_\_\_\_\_ in new businesses  
A. Opportunities B. Development C. Failure D. Authority
8. Legal rules and regulations relevant to business are included in \_\_\_\_\_ environment of business.  
A. Legal B. Political C. Economic D. Technological
9. India is good example for \_\_\_\_\_ economy  
A. Socialist B. Mixed C. Capitalist D. Communist
10. \_\_\_\_\_ are a primary mechanism for motivating business activities  
A. Social relationship B. Profit C. Customers D. Assets
11. Business includes \_\_\_\_\_  
A. Non-economic activities B. Economic activities C. Social activities D. Production activities
12. \_\_\_\_\_ Is vast and fascinating subject for business  
A. Technology B. Profit making C. Change D. People
13. What is the single word that can best describe today's business  
A. Technology B. Profit making C. Change D. People
14. \_\_\_\_\_ involves freedom of doing business  
A. Globalization B. Privatization C. Liberalization D. Marketing
15. Which of the following modern business is dynamic  
A. Mass production B. Mass marketing C. Mass sales D. Mass purchase
16. \_\_\_\_\_ environment is very significantly influenced by the world trade organization principles and agreements.  
A. Economic B. Global C. Legal D. Political
17. \_\_\_\_\_ feature of business environment states that various factors of business environment affect each other  
A. Pervasive B. Continuous C. Dynamic D. Interrelatedness
18. Competition is beneficial to the competing firms besides benefiting the \_\_\_\_\_  
A. Producers B. Intermediaries C. Finances D. Consumers
19. \_\_\_\_\_ is the primary motive for a business enterprise  
A. Profit B. Maximize customers C. Human objective D. Maximize suppliers
20. Macro environment is also known as \_\_\_\_\_



- A. Direct environment environment      B. Indirect environment      C. Competitive environment      D. Social
21. \_\_\_ micro environment is also known as direct environment  
A. Economic    B. Political & legal    C. Competitors    D. Suppliers
22. The macro environment consists of \_\_\_  
A. Economic, political & legal    B. Consumer competitors    C. Public    D. Middlemen
23. What does micro environment consists of \_\_\_  
A. Economic    B. Political & legal    C. Consumers competitors    D. Demographic
24. \_\_\_ refers to all forces which have an economic impact  
A. Technological environment    B. Political environment    C. Economic environment    D. Social environment
25. What are the bodies which political environment consists of  
A. Middlemen    B. Suppliers    C. Customer    D. Legislature executive & judiciary
26. \_\_\_ decides on a particular course of action  
A. Legislature    B. Executive    C. Judiciary    D. Public
27. \_\_\_ is also called government which implements whatever is decided by the parliament  
A. Legislature    B. Executive    C. Judiciary    D. Public
28. \_\_\_ should facilitate & enhance strategies thinking in organization  
A. Strategic management    B. Environmental analysis    C. Business environment    D. Business analysis
29. The environment analysis that provides inputs for strategies decision making is \_\_\_  
A. Strategic management    B. Environmental analysis    C. Business environment    D. Business analysis
30. \_\_\_ identifies the early signals of possible environment changes  
A. Scanning    B. Monitoring    C. Forecasting    D. Assessing
31. The environmental factor that includes peoples attitude to family, religion etc is  
A. Cultural.    B. Economics.    C. Socio-cultural.    D. Political.
32. \_\_\_ is concerned with developing projection of direction, scope, speed & intensity of environmental change  
A. Scanning    B. Monitoring    C. Forecasting    D. Assessing
33. \_\_\_ environment refers to all economic factors which have a bearing on the functioning of a business  
A. Economic    B. Technological    C. Natural    D. Social
34. Free trade is based on the principle of \_\_\_  
A. Comparative advantage    B. Comparative scale    C. Economies of advantage    D. Production possibility advantage
35. Which is not the member of World bank Group  
A. International monetary fund    B. International finance corporation  
C. International development Association    D. International bank for development and reconstruction

**Answer Sheet for Multiple Choice Questions**

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		6		11		16		21		26		31	
2		7		12		17		22		27		32	
3		8		13		18		23		28		33	
4		9		14		19		24		29		34	
5		10		15		20		25		30		35	

Marks Obtained: - \_\_\_\_\_

Signature of the Examiner: - \_\_\_\_\_