

Duration: 2 ^{1/2}Hrs

C19NBE

Marks:- 75

- Note:- 1) All questions are compulsory
2) All questions carry equal marks
3) Figures to the right indicate maximum marks.

Q.1A) Fill in the blanks choosing the correct alternative :- (Any 8)

(8 M)

- 1) _____ is a statement which discuss the role that an organization plays in a society.
a) Goal b) Objectives c) Mission d) success
- 2) Study of human population is called as _____ environment .
a) Political b) Demographic c) Social d) Economic
- 3) Business objectives should be _____.
a) Time bound b) Rigid c) Complicated d) Conflicting
- 4) Marketing , operational & personnel capability are the components of _____ environment.
a) External b) Political c) Internal d) Economic
- 5) Ethics deals with _____.
a) History b) Social science c) Economic d) science
- 6) The district forum can deal with complaints which involve of goods & compensation amounting to not more than _____.
a) Rs. 5 lakhs b) Rs. 20 lakhs c) Rs.1 crore d) Rs. 50 lakhs
- 7) Ethics deals with _____.
a) Social science b) Economics c) History d) Physiology
- 8) _____ Audit is a report of economic performance.
a) Social b) Human resources c) commercial d) marketing
- 9) Approaches of a government towards public expenditure and revenue are know as _____.
a) Budget b) Monetary policy c) Industrial policy d) fiscal policy
- 10) _____ is an organized movement to protect the rights and powers of buyers in relation to sellers.
a) MRTP act b) Consumerisms c) Consumer courts d).Consumer protection act

Q.1B) state whether following statements are true or false :- (Any 7)

(7 M)

- 1) Three fold objectives of the business are survival , growth and innovation .
- 2) Business environment is the aggregate of all conditions, events and influences that surround & affect it.
- 3) Ethics & responsibilities mean the same thing.
- 4) Entrepreneurs are born not made.
- 5) The complaint to be filed must be signed by the consumer or his authorized agent.
- 6) The success of an organization to a great extent depends on the moral of employees.
- 7) Social audit has to be conducted by chartered accountant
- 8) WTO establishes a framework for trade policies .
- 9) Balance of trade is wider concept than balance of payment.
- 10) GATT is an agreement and not institution.

Q.2) Answer the following :-

(15 M)

- 1) What are the economic and social objectives of business.
- 2) Define business environment. Explain its features?

OR

- 3) What is PESTLE Analysis?
- 4) Explain role of corporate culture in ethics.

Q.3) Answer the following :-

(15 M)

- 1) Define entrepreneur and explain characteristics of entrepreneur ?
- 2) Explain the social responsibility of business towards shareholders and employees?

OR

- 3) Define social audit. What is the difference between social audit and commercial audit.
- 4) Explain the entrepreneurship and career option in India.

Q.4) Answer the following :-

(15 M)

- 1) What is FDI ? Explain the needs of FDI.
- 2) What is TNCs? Explain the advantages of TNCs? .

OR

- 3) Explain important features of MSMED act, 2006
- 4) Enumerate the features of consumer protection act, 1986.

Q.5 Answer the following: -

(15 M)

- 1) Explain the Merits and demerits of MNCs?
- 2) Discuss the reasons for slow growth of consumerism in India.

OR

Q.5) Write short notes on :- (Any 3)

(15 M)

- 1) World Trade organization.
- 2) Classification of MSMED
- 3) SWOT analysis.
- 4) Business Ethics.
- 5) Multinational corporations (MNCs)

XXXXXXXXXXXXXXXXXX