

Q.P. Code: 25907

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. Economic Environment	a) Intellectual Property
2. Internal Objective	b) Mahatma Gandhi
3. Strength	c) Investment above 10 Lakhs & upto 2 Crore.
4. Theory of Moral Unity	d) Investment above 25 Lakhs & upto 5 Crore
5. Investment in Small Manufacturing Enterprises	e) 51 %
6. Investment in Small Service Enterprises	f) 49 %
7. FDI in Retail	g) One Ethical Standards
8. FDI in Power	h) EXIM Policy
9. Trusteeship	i) Brand Equity
10. TRIPs	j) Value Based Management

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

- 1) Business has limited capacity to influence environment.
- 2) MSMEs are located in urban areas.
- 3) National forum entertains complaints upto rupees twenty lakhs.
- 4) European Union is main buyer of carbon credit.
- 5) A loss making company can discharge social responsibility.
- 6) Intuitions solve ethical dilemma.
- 7) Audit committee meets once in a year.
- 8) Social responsibilities need to be accepted on voluntary basis.
- 9) Service sector is the fastest growing sector in India.
- 10) FDI needs to be permitted as per our needs and priorities.

Q2 a. Define business objectives. Explain the steps in formulating business objectives.

b. Discuss socio cultural environment in detail.

OR



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- Q2 a Discuss features of Corporate culture. 8  
b. Enumerate the importance of Environment Analysis. 7

- Q3 a Elaborate the steps in developing Entrepreneurial Career? 8  
b. Discuss the role of consumerism in consumer protection. 7

**OR**

- Q3 a Explain the scope of Corporate Social Responsibility. 8  
b. What are criticism of COPRA Act, 1986? 7

- Q4 a State and explain arguments against Social Responsibility of Business. 8  
b. Suggest measures for Ecological consciousness at Business Level. 7

**OR**

- Q4 a Distinguish between Social Audit v/s Commercial Audit. 8  
b. Discuss negative implication of FDI. 7

- Q5 a Discuss in brief Internal Growth Strategies. 8  
b. Explain the advantages of Multinational Company. 7

**OR**

- Q5 Write short notes on any 3: 15  
a. Organic Objectives  
b. Scope of Ethics  
c. Corporate Governance  
d. WTO  
e. India's Foreign Trade