

**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 Demographic Environment                | a. Fiscal Policy                     |
| 2 Corporate Culture                      | b. 49 %                              |
| 3 GATS                                   | c. Weakness                          |
| 4 State Consumer Redressal Commission    | d. Occupation & Lifestyle            |
| 5 National Consumer Redressal Commission | e. Stories & Values                  |
| 6 FDI in E Commerce                      | f. Implemented Social Audit In India |
| 7 FDI in Defense                         | g. Developing Trade in Services      |
| 8 TISCO                                  | h. 100 %                             |
| 9 Low Productivity                       | i. Complaints above 20 Lakhs         |
| 10 Economic Environment                  | j. Complaints above Rs 1 Crore       |

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

- 1) Traditionally, business refers to commercial activities
- 2) Objectives have inherent power to simulate follow-up actions
- 3) Neglect of environment is possible in the present competitive and dynamic business world
- 4) Mr.Narendra Modi, prime minister of India, has launched the 'Make in India' campaign.
- 5) Scanning the environment means understanding the environment in an appropriate manner
- 6) Every professional activity has its own ethical standards
- 7) Ecology, environment and quality of life are not interrelated concepts
- 8) Social audit is compulsory in India under Indian Companies Act 2013
- 9) FDI is comparatively more durable type of foreign investment
- 10) CSR concept is partly compulsory and partly voluntary

Q2 a. What are business objectives? Explain importance of business objectives. 8

b. Explain the characteristics of business environment. 7

OR

Q2 a. Write a detailed note on ethical dilemma. 8

b. Discuss the internal factors affecting business environment. 7

Q3 a. State and explain briefly factors influencing entrepreneurial development. 8

b. Discuss measures to improve consumerism in India. 7



OR

Q3 a Discuss various criticism of CPORA Act. 8  
b Explain the various reasons for strong corporate governance in current business scenario. 7

Q4 a Enumerate various advantages of corporate social responsibility. 8  
b "Ecology and business are closely related." Justify 7

OR

Q4 a What are the benefits and importance of social audit? 8  
b Discuss any one strategy for going global in detail. 7

Q5 a Explain the benefits of MNCs and TNCs to developing countries. 8  
b Discuss positive and negative implications of FDI in India. 7

OR

Q5 Write short notes on **any 3**: 15  
a. Environment Analysis  
b. Scope of Ethics  
c. Socio Cultural Environment  
d. WTO  
e. India's Balance of Trade

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