

Q.2) Answer of the following :-

(15 M)

- 1) Explain three fold and human objectives of business.
- 2) Define business environment. State various internal factors constituting business environment.

OR

- 3) Discuss reconciliation between economic and social objectives of business?
- 4) Explain the technique of SWOT analysis.

Q.3) Answer of the following :-

(15 M)

- 1) What are the rights of consumers in India as per the consumer protection act, 1986?
- 2) Explain the social responsibility of business towards Consumers and Community?

OR

- 3) Explain classification of enterprises.
- 4) Explain the benefits of social audit.

Q.4) Answer the following: -

(15 M)

- 1) What is MNCs? Explain advantages of MNCs.
- 2) What is WTO? Explain various agreements of WTO?

OR

- 3) What is business ethics? Discuss it's main features.
- 4) Explain positive implications of FDI in India.

Q.5) Answer of the following: -

(15 M)

- 1) Discuss the social and government factors influencing entrepreneurial development?
- 2) Identify the problems faced by Indian consumers.

OR

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

(15 M)

- 1) PESTEL Analysis.
- 2) Foreign Direct Investment
- 3) Entrepreneur.
- 4) Social Audit.
- 5) Strategies for going global

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