

14/3/24 ATUL F

FUBM 416291123 -(B-E)-(07)

DURATION: - 2½ hrs

MARKS:- 75

- Note: - (1) All questions are compulsory.
(2) All questions carry equal marks.
(3) Figures to the right indicates full marks

Q.1) Choose the correct answer from the following (any 8)

CO1,2,3,4-U/R 8M

- 1) Business is form of _____ activity.
a) Social b) Human) Economic d) National
- 2) Three -fold objectives of business are _____ growth and innovation
a) Selling b) Survival c) Social d) Profit
- 3) PESTLE analysis studies environmental _____ on the business
a) Influence b) Criteria c) Issues d) Feedback
- 4) Business and its environment are _____
a) Separable b) Unrelated c) Inseparable d) Related
- 5) Ethics is a _____ science
a) Environmental b) Physical c) Moral d) abstract
- 6) MSMED Act came into force in _____
a) 2000 b) 2016 c) 2006 d) 2008
- 7) The basic purpose of consumer movements is to _____ consumers
a) Develop b) Guide
c) Dominate d) Educate
- 8) Entrepreneur is the person who undertakes the _____ of new enterprises
a) profit b) risk c) loan d) self
- 9) Charging fair price for goods and services is the responsibility of business towards _____
a) shareholders b) consumers c) employees d) local community
- 10) Foreign Collaboration is a part of _____ growth strategy
a) Internal b) foreign c) Domestic d) External

Q1B) State whether the following statements are True or false (any 7)

CO1,2,3,4-U/R (7M)

- 1) Well defined objective give clear direction to the activities of company
- 2) Business and its environment are not interdependent
- 3) Unethical business practices are acceptable in the society
- 4) Ethics and social responsibility mean the same thing
- 5) Entrepreneurs take risks in converting ideas into action
- 6) CSR makes business socially accountable
- 7) World environment day is on 6th June every year
- 8) FDI is popular method for the outflow of foreign capital
- 9) Social audit is compulsory in India
- 10) Entrepreneurs are important for social economic development

Q2A) Explain three fold and human objectives of business?	CO1 -R	8M
Q2B) Define Business. Explain the various features of business.	CO1-AP	7M
OR		
Q2C) Explain the techniques of SWOT analysis?	CO1 -AN	8M
Q2D) Discuss briefly the various internal factors constituting business environment.	CO1 -U	7M
Q3A) Explain entrepreneurship and career option in India .	CO2 -AN	8M
Q3B) Explain the social responsibility of business towards employees and consumers.	CO3 (U)	7M
OR		
Q3C) Define Social Audit. What is the difference between commercial audit and social audit	CO3 -U	8M
Q3D) Explain the classification of enterprises	CO3 -R	7M
Q4A) Explain WTO and its agreements	CO4-R	8M
Q4B) What is MNCs? Explain advantages and disadvantage of MNCs	CO4 (U)	7M
OR		
Q4C) Explain FDI Policy in India	CO4 -U	8M
Q4D) What is Globalization? Explain decision making strategies for going global.	CO4-U	7M
Q5A) Explain the negative implication of FDI on Indian Industries.	CO4-U	8M
Q5B) Suggest measure for ecology consciousness at business level.	CO3-AP	7M
OR		
Q5) Write short notes on (Any 3)	CO1 TO CO4	15M
1) Entrepreneur		
2) PESTLE Analysis		
3) Consumer Redressal Agencies		
4) Business Objective		
5) TNCs		
6) Environmental Analysis		
