

(2 ½ Hours)

[Total Marks :75

- N.B. :** (1) All questions are **compulsory**.
 (2) Figures to the **right** indicate **full** marks

1. (a) State whether the following statements are **True** or **False** (Any 8) 8
- (1) Business objectives need not be multiple.
 - (2) Environment analysis does not foretell the future.
 - (3) Business ethics does not have universal application.
 - (4) Entrepreneurs have role models.
 - (5) Consumer association fight against misleading advertisement.
 - (6) Corporate social responsibility create favourable public image.
 - (7) Social Audit is conducted on yearly basis.
 - (8) WTO started functioning from 1st January 1995.
 - (9) MNC's helped but not harmed to developing countries.
 - (10) FDI is popular method for the outflow of foreign capital.
- (b) Match the following (Any 7) 7
- | Column A | Column B |
|----------------------------------------|-------------------------------------------------------|
| (i) Profit | (a) Minimising Government Control |
| (ii) Pollution Control | (b) External Growth Strategy |
| (iii) Medium Manufacturing Enterprises | (c) Investment above Rs.2 crore and up to Rs. 5 crore |
| (iv) Ethics | (d) Economic Objective |
| (v) Trusteeship Concept | (e) Code of Conduct |
| (vi) Corporate Governance | (f) Internal Growth strategy |
| (vii) Mergers | (g) 100 Percent |
| (viii) Intensification Growth Strategy | (h) Mahatma Gandhi |
| (ix) FDI in Chemicals | (i) Investment above Rs.5 Crore and upto Rs.10 crore. |
| (x) Medium Service Enterprises | (j) Social Objective |
2. (a) State and explain the importance of business objectives. 8
- (b) Explain briefly political and economic environment. 7
- OR**
- (c) Explain the benefits of environmental scanning. 8
- (d) What is business ethics? Explain its features. 7

[TURN OVER]

3. (a) Identify the problems faced by Indian consumers. 8
(b) Discuss the social and governmental factors influencing entrepreneurial development. 7

OR

- (c) Explain the advantages of corporate social responsibility. 8
(d) Enumerate the features of Consumer Protection Act. 1986. 7

4. (a) Suggest measures for ecology consciousness at business level. 8
(b) Distinguish between social audit and commercial audit. 7

OR

- (c) Explain briefly external growth strategies. 8
(d) Explain the demerits of TNC's. 7

5. (a) Discuss the features and importance of corporate governance. 8
(b) What is FDI? Explain the negative implications of FDI on Indian industries. 7

OR

5. Write short notes on (Any 3) :- 15
(a) Corporate Culture
(b) SWOT Analysis
(c) Ethical Dilemma
(d) Balance of Trade
(e) District Consumer Forum
