

Note : 1) All questions are compulsory.

2) Figures to right indicate full marks.

3) Draw neat and clean diagram wherever necessary.

Q.1 Whether the following are True or False (Any- 8) (08)

1. The objectives that are set must be realistic.
2. Unfavorable changes in the business environment bring opportunities to the business.
3. Business ethics does not have universal applications.
4. The complaint to be filed must be signed by the consumer or his authorized agent.
5. Maximizing profits should be the key to accomplish organizational goals.
6. Companies have started corporate governance to avoid scams and financial irregularities.
7. Social audit is compulsory.
8. Transnational corporations are borderless.
9. Balance of Trade is wider concept than balance of payment.
10. FDI is one of the ways of globalization.

Q.1 B. Match the Column :- (Any 7) (07)

Group 'A'

1. Small service enterprises
2. Demographic Environment
3. TRIPS
4. FDI in Gambling
5. Organic objective
6. Small Manufacturing Enterprises
7. FDI in Telecom
8. Political Environment
9. Strength
10. Generate Employment

Group 'B'

- a. Investment above Rs.25 lakhs and up to Rs. 5 Crore
- b. Responsibility Towards Society
- c. Legislature, Executive and judiciary.
- d. 100%
- e. Age and Gender
- f. Brand Equity
- g. Intellectual Property
- h. Investment above Rs.10 lakhs and upto Rs. 2 crore
- i. Not allowed
- j. Survival

Q.2. A. Discuss Reconciliation between Economic and social objectives of Business (08)

B. Explain briefly the various internal factors constituting business environment. (07)

OR

C. Define Business Environment. Explain its PESTLE Analysis. (08)

D. Explain three fold and human objectives of business. (07)

Q.3. A. Define Entrepreneur and explain characteristics of Entrepreneur. (08)

B. What are the grievance redressal machineries as per the consumer protection Act., 1986? (07)

OR

C. What is role of Entrepreneurship in economic development? (08)

D. What is Business Ethics? Explain importance of business ethics? (07)

Q.4 A. Explain the social Responsibility of business towards shareholders and Employees.

B. Mention the important agreements signed by WTO.

(07)

OR

C. What is FDI? Explain needs of FDI.

(08)

D. Explain the benefits of social Audit

(07)

Q.5 **Write Short Notes on : (Any - 3)**

(15)

1. Classification of Enterprise

2. MNCs

3. Social Audit V/s Commercial Audit

4. SWOT Analysis

5. Consumer Forums.
