

DURATION: - 2½ hrs

416291123

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-R/U 8M

- 1) To earn profit is one \_\_\_\_\_ objective of business.  
a) National b) Organic c) Economic d) Financial
- 2) Business objectives should be \_\_\_\_\_.  
a) Complicated b) Time bound c) Rigid d) Complex
- 3) Marketing, Operational and Personnel capability are the components of \_\_\_\_\_ environment  
a) Political b) External c) Economics d) Internal
- 4) Environmental analysis is synonymous with environmental \_\_\_\_\_.  
a) scanning b) Feedback c) Review d) Influence
- 5) Business can prosper on the basis of \_\_\_\_\_ ethical standard  
a) Clear b) Good c) Effective d) Bad
- 6) Entrepreneurs are \_\_\_\_\_ and risk-bearers  
a) Experts b) Business Magnets c) Innovators d) Supporter
- 7) Redressal agencies are for protecting \_\_\_\_\_.  
a) Sellers b) Service Providers  
c) Consumers d) Manufacturer
- 8) Consumer Right Day is celebrated on \_\_\_\_\_ of every year  
a) April 15 b) March 15 c) February 15 d) October 15
- 9) Tree plantation is \_\_\_\_\_ to control pollution  
a) harmful b) dangerous c) useful d) not useful
- 10) "Make in India" drive is for \_\_\_\_\_.  
a) reducing exports b) reducing trade  
c) promoting exports d) promoting imports

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

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

- 1) Business objectives should not be rigid
- 2) PESTLE analysis identifies internal factors
- 3) Strengths and Weakness are often external to an organization
- 4) Nearly all business decision may be judged as right or wrong, ethical or unethical.
- 5) Only rich persons can start a business
- 6) Maximizing profits should be the key to accomplish organizational goals.
- 7) Social audit is compulsory
- 8) To create artificial scarcity is the social responsibility towards consumers
- 9) India's balance of trade is unfavourable
- 10) Globalization is not necessary for developing countries

Q2A) What are the economic and social objectives of business?

CO1-AN 8M

|   |            |     |
|---|------------|-----|
| Q2B) Explain the importance of business objectives  | CO1-R      | 7M  |
| <b>OR</b>   |            |     |
| Q2C) What is PESTLE analysis? How does it help business?                                  | CO1 -U&AN  | 8M  |
| Q2D) Define business environment. Explain its features.                                   | CO1 -R     | 7M  |
| Q3A) Define entrepreneurs and explain characteristics of entrepreneur                     | CO2 -AP    | 8M  |
| Q3B) Explain the consumer disputes redressal agencies as per consumer protection Act 1986 | CO2 -R     | 7M  |
| <b>OR</b>   |            |     |
| Q3C) Explain the social responsibility of business towards shareholders and employees     | CO3 -U     | 8M  |
| Q3D) Explain the benefits of social audit.  | CO3 -R     | 7M  |
| Q4A) Discuss and explain balance of Trade   | CO4 -U     | 8M  |
| Q4B) What is FDI? Explain needs of FDI  | CO4 (U)    | 7M  |
| <b>OR</b>   |            |     |
| Q4C) What is role of WTO in the economic development of developing countries              | CO4 -U     | 8M  |
| Q4D) What is TNCs? Explain advantages and disadvantages of TNCs.                          | CO4-UR     | 7M  |
| Q5A) Discuss the features and importance of corporate governance                          | CO3 (U)    | 8M  |
| Q5B) Write a detailed note on India's Foreign Trade                                       | CO4 (U)    | 7M  |
| <b>OR</b>   |            |     |
| Q5) Write short notes on (Any 3)  | CO1 TO CO4 | 15M |
| 1) SWOT Analysis.   |            |     |
| 2) Right of Consumers.  |            |     |
| 3) MSMED Act, 2006.   |            |     |
| 4) Agreement of WTO   |            |     |
| 5) CSR.   |            |     |
| 6) Multi-National Corporations.   |            |     |

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