

QP Code : 775401



(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

- (i) Profit
- (ii) Pollution Control
- (iii) Medium Manufacturing Enterprises
- (iv) Ethics
- (v) Trusteeship Concept
- (vi) Corporate Governance
- (vii) Mergers
- (viii) Intensification Growth Strategy
- (ix) FDI in Chemicals
- (x) Medium Service Enterprises

Column B

- (a) Minimising Government Control
- (b) External Growth Strategy
- (c) Investment above Rs.2 crore and up to Rs. 5 crore
- (d) Economic Objective
- (e) Code of Conduct
- (f) Internal Growth strategy
- (g) 100 Percent
- (h) Mahatma Gandhi
- (i) Investment above Rs.5 Crore and upto Rs.10 crore.
- (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]

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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