



**FYBAF/SEM I/EXT/COM-I**

**Time: 2½ hrs.**

**Marks:75**

- Note:**
1. All questions are compulsory with Internal options.
  2. Figures to the right indicate full marks.
  3. Draw a neat diagram wherever necessary.

**Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (Attempt any 8) (08)**

- (1) \_\_\_\_ set formal rules, and by their behaviour can reinforce or undermine right behaviour. (Leaders, Subordinates, Labourers, Employees)
- (2) \_\_\_\_ helps improve various aspects of society as well as promote a positive brand image of companies. (Corporate Social Responsibility, Marketing, Charity, Advertising)
- (3) The Parliament enacted the MSMED Act in \_\_\_\_ (2002, 2006, 2005, 2000)
- (4) Commercial Audit is conducted by a \_\_\_\_ (Manager, Company Secretary, Chartered Accountant, Director)
- (5) A \_\_\_\_ does not identify itself with one national home. (Multi-national Corporation, Transnational Corporation, private company, public company)
- (6) \_\_\_\_ refers to well based standards of right and wrong that prescribe what humans ought to do. (Principles, Ethics, Dilemmas, Regulations)
- (7) Ethical programs help to detect issues and violations early which helps to avoid \_\_\_\_\_. (quality management, employee growth, penal action, team work)
- (8) Which of the following factors is not included in PESTEL analysis? (Social, Technological, Environmental, Survival)
- (9) Job-appreciation, acknowledgement, job recognition come under \_\_\_\_ benefits. (Financial, Social, Non-Monetary, Monetary)
- (10) An enterprise is termed as \_\_\_\_ if the investment limit for manufacturing is less than 25 lakhs. (Small, medium, large, micro)

**(B) State whether the following statements are true or false. (Attempt any 7) (07)**

- (1) Social audit report is a legal document.
- (2) Corporate Governance refers to the set of systems, principles and processes by which a company is governed.
- (3) Consumerism is highly organised in India.
- (4) Entrepreneurs take risks in converting ideas into action.
- (5) Business ethics are the same as legal issues.
- (6) Unfavourable changes in the business environment bring opportunities to the business.
- (7) Environmental analysis helps businesses to adapt to socio-economic changes.
- (8) Business has a higher impact on the environment compared to the environment's impact on business.
- (9) Business objectives should be quantified and measurable at the end.
- (10) Face-to-face ethics is one of the ethical dilemmas.

**Q.2 (a) Explain how Business Objectives are classified. (15)**  
**OR**

- Q.2 (b) What is SWOT Analysis? Explain its components. (8) (15)**  
**(c) Discuss the importance of Environmental Analysis. (7)**

**Q.3 (a)** What is Entrepreneurship? Discuss the role of entrepreneurship in economic development. (15)  
OR

**Q.3 (b)** What is the meaning of Business Ethics? Explain its scope/importance. (8) (15)  
**(c)** What is the role of Corporate Culture in ethics? (7)

**Q.4 (a)** Discuss the features and importance of Corporate Governance. (15)  
OR

**Q.4 (b)** What is Social Audit? Explain its benefits. (8) (15)  
**(c)** Describe what is a commercial audit in detail. (7)

**Q.5 (a)** What are MNCs? Explain the advantages and disadvantages of MNCs. (15)  
OR

**Q.5** Write short notes on (Attempt any 3) (15)

- (1) Consumerism
- (2) Technological Environment
- (3) Entrepreneurship
- (4) Transnational Corporations
- (5) Human Objectives

---X---

