

**Duration: 2 1/2 hours****Max marks: 75**

- NOTE: i. All questions are compulsory.  
 ii. Figures to the right indicate full marks.  
 iii. Draw neat and clean diagram wherever necessary.

**Q1 a. Match the Column: (Any 8)**

- |  |   |
|--|---|
| 1) Organic Objective                             | a. Not Allowed                          |
| 2) Political Environment                         | b. 100%                                 |
| 3) Demographic Environment                       | c. Internal Growth Strategy             |
| 4) Generate Employment                           | d. Survival                             |
| 5) SEBI  | e. Investment upto 25 Lakhs             |
| 6) Diversification                               | f. Legislature, Executive and Judiciary |
| 7) Investment in Micro Manufacturing Enterprises | g. Investment upto 10 Lakhs             |
| 8) Investment in Micro Service Enterprises       | h. Responsibility Towards Society       |
| 9) FDI in Telecom                                | i. Clause 49                            |
| 10) FDI in Gambling                              | j. Age & Gender                         |

**8****b. State whether the following statements are true or false (Any 7)****7**

- 1) Corporate Culture acts as comforting security blanket for employees in the organisation.
- 2) PESTLE Analysis pinpoints shortcomings in the present set up of the company.
- 3) District forum entertains complaints upto rupees twenty lakhs.
- 4) Ecological degradation is the result of unplanned industrialization.
- 5) World Environment Day is on 6th June every year.
- 6) Balance of trade is favourable when exports are less than imports.
- 7) FDI inflow is permitted in gambling and betting.
- 8) MNCs have helped but not harmed the developing countries.
- 9) Corporate Governance is socially useful.
- 10) Profit and Profiteering is one and the same.

**Q2 a. Explain meaning and importance of business objectives.****8****b. Discuss Technological and Legal environment in detail.****7****OR**

- Q2 a What is business ethics? Discuss its main features. 8  
b. Explain the economic and psychological factors influencing entrepreneurial development. 7
- Q3 a Discuss the reasons for slow growth of consumerism in India. 8  
b. Enumerate the features of Consumer Protection Act, 1986. 7
- OR**
- Q3 a Explain the advantages of good corporate citizenship. 8  
b. Write a detailed note of Audit Committee. 7
- Q4 a State and explain the features of social audit. 8  
b. Discuss briefly the external growth strategies. 7
- OR**
- Q4 a Explain the dangers of MNCs to developing countries with reference to present scenario. 8  
b. Write a detailed note on India's Foreign Trade. 7
- Q5 a Discuss objectives and functions of WTO. 8  
b. Explain positive implications of FDI in India. 7
- OR**
- Q5 Write short notes on **any 3**: 15  
a. National Objectives of Business  
b. SWOT Analysis  
c. Corporate Culture  
d. Carbon Credit  
e. Unethical Business Practices