

**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 1<sup>st</sup> 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**
- | <b>Column A</b>                        | <b>Column B</b>                                       |
|--|---|
| (i) Profit                             | (a) Minimising Government Control                     |
| (ii) Pollution Control                 | (b) External Growth Strategy                          |
| (iii) Medium Manufacturing Enterprises | (c) Investment above Rs.2 crore and up to Rs. 5 crore |
| (iv) Ethics                            | (d) Economic Objective                                |
| (v) Trusteeship Concept                | (e) Code of Conduct                                   |
| (vi) Corporate Governance              | (f) Internal Growth strategy                          |
| (vii) Mergers                          | (g) 100 Percent                                       |
| (viii) Intensification Growth Strategy | (h) Mahatma Gandhi                                    |
| (ix) FDI in Chemicals                  | (i) Investment above Rs.5 Crore and upto Rs.10 crore. |
| (x) Medium Service Enterprises         | (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]**

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

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