

Q.P. Code : 34131

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)

8

1) Consumer Durables	a. Type of Licensing
2) Consumer Non Durables	b. Partnership between Government and private sector
3) Joint stock company	c. Mobile phones
4) Internal environment	d. Toothpaste
5) Technological Environment	e. Corporate Image
6) Global Environment	f. Scientific Application
7) GATS	g. International Treaties
8) TRIMs	h. Protection to Service Sector
9) Joint sector	i. Protection to Investments
10) Franchising	j. Common Seal

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

7

- 1) Internal environment includes Legal environment
- 2) Social objectives includes welfare of the employees
- 3) Business needs healthy and dynamic economic environment.
- 4) Business and its environment is inter- related.
- 5) In sole trading concern, the owner shares both profit and losses with his partners.
- 6) Advertising is an aid to trade.
- 7) Commercial policy is also called as trade policy
- 8) Public expenditure is an important component of aggregate demand
- 9) Partnering reduces the bargaining power of customers
- 10) WTO is temporary institution

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Q2 a Discuss in brief the scope of business. 15

OR

Q2 a What is business environment? Explain its characteristics 8

b. State and explain various macro environmental factors influencing business in brief. 7

Q3 a What is role of government in business? 8

b. Write a detailed note on Capitalism. 7

OR

Q3 a What is the impact of business on private sector. 8

b. Discuss the sunrise sectors of Indian economy. 7

Q4 a What is the impact of traditional values on business. 8

CSR has become an essential part of business. Explain with reference to its importance. 7

OR

Q4 a Explain the features of technological environment. 8

b. Describe the pros and cons of WTO. 7

Q5 a Enumerate various merits of MNCs. 8

b. Discuss the need of FDI in developing country like India. 7

OR

Q5 Write short notes on any 3: 15

a. Cooperative Society

b. Legislature

c. Corporate Governance

d. Competitive Strategies

e. Franchising