

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 Research and Development | a. Business Ethics |
| 2 Code of Conduct | b. 1956 |
| 3 MSMED Act | c. Responsibility Towards Employees |
| 4 Audit Committee | d. Technological Environment |
| 5 Indian Companies Act | e. Internal Growth Strategy |
| 6 FDI in Insurance | f. Corporate Governance |
| 7 FDI in Gambling | g. 2006 |
| 8 Fair Wages | h. 49% |
| 9 District Forum | i. Not Allowed |
| 10 Diversification | j. Complaints upto Rs. 20 lakhs |
- b. State whether the following statements are true or false (Any 7) 7
- 1) Business enterprises do operate within a vacuum
 - 2) Business objectives are the future destination of an organization
 - 3) Business must go on irrespective of favorable or unfavorable environment
 - 4) Demographic environment is important because "people make up markets".
 - 5) Environmental analysis does foretell the future
 - 6) Ethical climate is unspoken understanding
 - 7) Ecology is also described as environment biology
 - 8) Marketing audit is within the scope of social audit
 - 9) Indian industries are becoming globally competitive due to support of FDI
 - 10) CSR makes business accountable for its actions
- Q2 a. Discuss features of business objectives. 8
- b. Explain briefly various components of business environment. 7
- OR
- Q2 a. Discuss features of Corporate culture. 8
- b. Enumerate the benefits of Environmental scanning 7

- Q3 a Explain entrepreneurship as career option. 8
b. What is meant by consumerism? State and explain its features. 7
OR
- Q3 a Explain the scope of Corporate Social Responsibility. 8
b. Write a detailed note on business ethics. 7
- Q4 a Suggest measures for Ecological consciousness at Business Level. 8
b. Discuss arguments against Social Responsibility of Business. 7
OR
- Q4 a Distinguish between Social Audit v/s Commercial Audit. 8
b. Discuss implications of FDI inflows on Indian industries. 7
- Q5 a Explain internal growth strategies briefly. 8
b. Explain the merits of Multinational Company. 7
OR
- Q5 Write short notes on any 3: 15
a. Organic Objectives
b. COPRA Act, 1986.
c. Corporate Governance
d. WTO
e. Balance of Trade
