

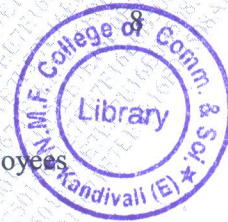
Duration: 2 1/2 hours

Max marks: 75

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

Q1 a. Match the Column: (Any 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

- Business enterprises do operate within a vacuum
- Business objectives are the future destination of an organization
- Business must go on irrespective of favorable or unfavorable environment
- Demographic environment is important because "people make up markets".
- Environmental analysis does foretell the future
- Ethical climate is unspoken understanding
- Ecology is also described as environment biology
- Marketing audit is within the scope of social audit
- Indian industries are becoming globally competitive due to support of FDI
- 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
