

Time: 2½ hrs.

Note:

1. All questions are compulsory with Internal choice.
2. Draw neat diagrams wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**  
(Attempt any 8)
- i) \_\_\_\_\_ are goods and services produced in one country but marketed in another country.  
a) Export  
b) Import  
c) Trade  
d) Entrepot
- ii) In \_\_\_\_\_ attack, the competitor's weak areas were targeted.  
a) Frontal  
b) Flank  
c) Encirclement  
d) Niche
- iii) \_\_\_\_\_ marketer is a small firm that chooses to operate in some specialized part of the market.  
a) Follower  
b) Niche  
c) Challenger  
d) Adaptor
- iv) \_\_\_\_\_ can pressurize business concerns to comply with present rules and regulations.  
a) Competitors  
b) Creditors  
c) Government  
d) Shareholders
- v) \_\_\_\_\_ means the way through which a company achieves a balance of economic, environmental and social imperatives.  
a) CSR  
b) Corporate Governance  
c) Social Audit  
d) Culture
- vi) Fundamental Rights are included in the \_\_\_\_\_ for the development of the personality.  
a) Constitution of India  
b) Preamble  
c) Indian Contract Act

d) Directive principles of State Policy

vii) \_\_\_\_\_ is the moral fabric of society.

- a) Culture
- b) Ethics
- c) Beliefs
- d) Traditions

viii) Value system, Mission and objectives are the factors of \_\_\_\_\_ environment.

- a) Micro
- b) Macro
- c) Internal
- d) External

ix) Business environment is \_\_\_\_\_

- a) Static
- b) multi-faceted
- c) simple to understand
- d) difficult to understand

x) Environment is \_\_\_\_\_ part of business.

- a) Integral
- b) Unrelated
- c) Separable
- d) Unimportant

Q.1 (B) State whether the following statements are true or false. ( Attempt any 7) (07)

- i) A niche market is a small market segment.
- ii) FDI is one of the ways of globalization.
- iii) CSR includes Corporate Social Responsibility towards employees.
- iv) Western culture has a deep impact on Indian Value systems & traditions.
- v) MNCs have branches in other countries.
- vi) The government plays a very active role in all economies.
- vii) India needs to take steps to improve Foreign Trade Policy.
- viii) Judiciary is important for enacting laws.
- ix) Technology has led to the substitution of machines at workplace with human beings.
- x) Michael Porter has stated six defense strategies for a market leader.

Q.2 (a) Explain the types of business organization (07)  
(b) Define Business. Explain the nature and scope of business. (08)

OR

Q.2 (p) Explain briefly any 5 components of the macro environment. (07)  
(q) Explain the internal environment factors of the micro environment. (08)

Q.3 (a) Explain directive principles of state policy. (07)  
(b) Explain challenges of the Indian economy. (08)

**OR**

- Q.3** (p) Explain briefly the role of government in business. (07)  
(q) What is a mixed economy? Explain the advantages of a mixed economy. (08)

- Q.4** (a) Explain Michael Porter's five forces analysis. (07)  
(b) Explain in brief the competitive strategies. (08)

**OR**

- Q.4** (p) Impact of traditional values on business. (07)  
(q) Explain in brief Technological environment. (08)

- Q.5** (a) Explain MNCs in India with its merits and demerits. (07)  
(b) Explain in detail the stages of globalization. (08)

**OR**

- Q.5** Write a short note on : (Attempt any 3) (15)  
i) SWOT Analysis  
ii) Fundamental rights.  
iii) Corporate Social Responsibility.  
iv) World Trade Organization.  
v) Explain the foreign market entry strategies.

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