

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal options.
2. The figures to the right indicate full marks.
3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)

(Attempt any 8)

- (1) WTO stands for _____.

(a) World Technology Association	(b) World Time Organization
(c) World Tourism Organization	(d) World Trade Organization
- (2) Job-appreciation, acknowledgement, job recognition come under _____ benefits.

(a) Financial	(b) Social
(c) Non-Monetary	(d) Monetary
- (3) FDI _____ the level of competition in the host country.

(a) reduces	(b) balances
(c) increases	(d) manages
- (4) _____ helps improve various aspects of society as well as promote a positive brand image of companies.

(a) Corporate Social Responsibility	(b) Marketing
(c) Charity	(d) Advertising
- (5) A _____ does not identify itself with one national home.

(a) Multi-national Corporation	(b) Transnational Corporation
(c) Private Company	(d) Public Company
- (6) Business objectives should be _____.

(a) Conflicting	(b) Rigid
(c) Time-bound	(d) Complex
- (7) _____ is the most significant force pressuring firms for social actions.

(a) Competitors	(b) Employees
(c) Government	(d) Managers
- (8) Ethical programmes help to detect issues and violations early which helps to avoid _____.

(a) quality management	(b) employee growth
(c) penal action	(d) team work
- (9) Artificial scarcity and adulteration are called _____.

(a) Unfair trade practices	(b) Fair trade practices
(c) Smart trade practices	(d) Legal trade practices
- (10) _____ refers to well based standards of right and wrong that prescribe what humans ought to do.

(a) Principles	(b) Ethics
(c) Dilemmas	(d) Regulations

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) Corporate Social Responsibility may also be referred to as Corporate Citizenship.
- (2) The Consumer Protection Act only covers private sectors.
- (3) Social audit report is a legal document.
- (4) Entrepreneurship does not contribute to national income.
- (5) Unfavourable changes in the business environment bring opportunities to the business.
- (6) Involvement in social activities could adversely affect the economic health of a

business enterprise.

- (7) Environmental analysis helps businesses to adapt to socio-economic changes.
- (8) Setting too high objectives is motivating and challenging.
- (9) Entrepreneurs take risks in converting ideas into action.
- (10) Business objectives should be quantified and measurable at the end.

- Q.2 (a) What is the meaning of Business Objectives? Explain the features of business objectives. (08)
- (b) Discuss the importance of Environmental Analysis. (07)

OR

- Q.2 (p) Explain in detail the factors of PESTEL analysis. (08)
- (q) Explain how Business Objectives are classified. (07)

- Q.3 (a) What is Entrepreneurship? Discuss the role of entrepreneurship in economic development. (08)
- (b) What is the role of Corporate Culture in ethics? (07)

OR

- Q.3 (p) Enumerate the features of Consumer Protection Act, 1986. (08)
- (q) What is the meaning of Business Ethics? Explain the factors that influence Business Ethics. (07)

- Q.4 (a) Discuss the features and importance of Corporate Governance. (08)
- (b) What is Social Audit? Explain its features and benefits. (07)

OR

- Q.4 (p) What is Corporate Social Responsibility? Give the arguments for and against CSR. (08)
- (q) What are the responsibilities of a business towards different sections of the society? (07)

- Q.5 (a) What are TNCs? Discuss its pros and cons. (08)
- (b) What is FDI? Elaborate on its importance. (07)

OR

- Q.5 (p) Write short notes on (Attempt any 3) (15)
- (1) Consumerism
 - (2) Human objectives
 - (3) Commercial audit
 - (4) Multinational Corporations
 - (5) Importance of business objectives

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