

Time: 2½ hrs.

Marks: 75

- 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 Fill in the blanks with the correct answer from the alternatives given below.
 (Attempt any 8)**

(08)

- 1) _____ industries are engaged in reproduction of plants and animals.

(a) Genetic	(b) Social
(c) Technological	(d) Demographic

- 2) High level of _____ in the country can negatively affect businesses.

(a) unemployment	(b) innovation
(c) Extraction	(d) advertising

- 3) The full form of FDI in the context of global trade is _____.

(a) Freight distribution Inquiry	(b) Farmer dispute Investigation
(c) Federal department Investment	(d) Foreign direct Investment

- 4) Earning _____ is an economic objective of business.

(a) Profit	(b) military
(c) Individuals	(d) gambling

- 5) Environment is an _____ part of business.

(a) market size	(b) inseparable
(c) political	(d) minority

- 6) Globalization has led to a huge rise in the volume of world _____.

(a) Trade	(b) service
(c) Distribution	(d) delivery

- 7) An advantage of the franchising model of business is _____.

(a) ready successful business model	(b) no room for creativity
(c) strict rules and regulations	(d) high franchise fees and royalties

- 8) GATT was transformed into the WTO in January _____
- (a) 1995 (b) 1996
(c) 1997 (d) 1998
- 9) A sunrise industry is typically characterized by _____ growth rates.
- (a) High (b) low
(c) Inflation (d) deflation
- 10) Porter's _____ Forces analysis is a framework that helps analyzing the level of competition within a certain industry.
- (a) Five (b) four
(c) Three (d) two

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

- (1) SWOT analysis is a tool for environmental analysis.
- (2) Investors get attracted to long term growth prospects of the start-ups in sunrise sectors of the economy.
- (3) Profit is required for survival and growth of the business.
- (4) McDonalds is an example of franchising form of business.
- (5) Customs, beliefs and practices are a part of social environment.
- (6) One of the areas of how government protects business property is by issuing trademarks to business.
- (7) Internal trade is also called as home trade.
- (8) Legislative power in India is exercised by the Cabinet.
- (9) Plantation brings products from the place of production to the place of consumption.
- (10) The expanded form of the term LPG in the global business context is Liberalization, Public corporation, Globalization.

- Q.2** (a) Explain the types of business organizations. (8)
- (b) Explain briefly any five components of macro environment. (7)

OR

OR

- Q.2** (a) State and explain the internal factors of business environment. (8)
(b) Explain the need and importance of business environment analysis. (7)

- Q.3** (a) What is the role of government in business? (8)
(b) Elaborate the impact of business on private sector. (7)

OR

- Q.3** (a) Explain the challenges of the Indian economy. (8)
(b) Explain the types of economic systems in detail. (7)

- Q.4** (a) Discuss in detail Michael Porters Five Forces Analysis. (8)
(b) Explain the impact of foreign culture on business. (7)

OR

- Q.4** (a) Explain the social responsibility of business towards consumers. (8)
(b) Elaborate in brief the competitive strategies for market leaders. (7)

- Q.5** (a) What does globalization mean? Explain in detail the stages of globalization. (8)
(b) Write a short note on LPG model. (7)

OR

- Q.5** Write short notes on (Attempt any 3) (15)
- (1) SWOT analysis
 - (2) Fundamental rights
 - (3) WTO
 - (4) Merits of MNCs
 - (5) Technological environment

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