

[Time:2.30 Hrs]

[ Marks:75 ]

Please check whether you have got the right question paper.

- N.B:
1. All question are compulsory.
  2. Figures to the right indicate full marks.
  3. Students answering in the regional language should refer in case of doubt to the main text of the paper in English.

- Q.1 A Fill in the blanks with appropriate options: (Any 08) 8
1. The World Trade Organisation was formed in the year \_\_\_\_\_ with GATT as its basis (1993, 1996, 1995)
  2. \_\_\_\_\_ audit is a report of economic performance.  
(social, commercial, human resource)
  3. TRIPs is the abbreviation for Trade Related aspects of \_\_\_\_\_ (Intellectual Property Rights, Information Technology Rights, Investment Portfolio)
  4. Post amendment in 2018, the investment limit of a micro enterprise under manufacturing sector does not exceed \_\_\_\_\_ crore (5, 10, 50, 75)
  5. Consumer protection Act was enacted in the year \_\_\_\_\_  
(1989, 1981, 1985, 1986)
  6. \_\_\_\_\_ audit is undertaken to investigate how energy is obtained, consumed and preserved (Social Audit, Issue audit, Energy Audit)
  7. An appeal against the order of State Commissions can be filed before the \_\_\_\_\_ (Supreme Court, High Court, National Commission, District forum)
  8. \_\_\_\_\_ Company produces, markets, invests and operates across the globe (Global, International, Transnational)
  9. \_\_\_\_\_ is a set of values, norms, traditions, and practices followed in an organization (Ethics, corporate responsibility, corporate culture)
  10. An analysis of the external environment enables a firm to identify \_\_\_\_\_.  
(Strengths and opportunities, Weaknesses and threats, Opportunities and threats)
- B State whether the following statements are true or false: (any 07) 7
1. External environment is beyond the control of the business
  2. The WTO acts as a forum for multilateral trade negotiations
  3. The S in PESTLE Analysis stands for Scientific
  4. FDI is freely allowed in India's defense sector
  5. Dr Swaminathan is regarded as the founding father of the social audit concept
  6. India's balance of trade is favourable
  7. Survival, growth and recognition are organic objectives of business
  8. Ethics at workplace includes looking out for company's interest over your own
  9. The minimum age of forum member of a district forum should be 35 years

10. Entrepreneurs are the job creators in the economy.

- Q.2    A    Explain the concept of business environment. Evaluate the types of business environment.    15
- Or
- B    What is PESTEL analysis? As a top managerial official identify and elaborate on the following factors of PESTEL – Political, Economic, Social, Technological and Legal.    8
- C    Define the term business objective. Explain its types.    7
- Q.3    A    Elaborate the features of Consumer Protection Act, 1986. According to you what are the measures taken for consumer protection in India by – Government, Business and Consumers.    15
- Or
- B    Explain the meaning and nature of business ethics    7
- C    Discuss the role of entrepreneurship in economic development    8
- Q.4    A    Explain the social responsibility of business towards different sections of society.    15
- Or
- B    Distinguish between Social Audit and Commercial Audit    8
- C    State the arguments for and against corporate social responsibility    7
- Q.5    A    Explain the positive & negative implications of FDI in India    8
- B    Appraise the different strategies of businesses for going global    7
- Or
- Q.5        Write short notes on (any 3 out of 5)
- a    Corporate culture and ethical climate
- b    Micro, Small and Medium Enterprises Development Act, 2006
- c    Carbon Credit
- d    Features of MNCs
- e    SWOT analysis