

All questions are compulsory.

Figures to the right side indicates full marks.

1. Fill in the blanks (Any 08) 08
  1. \_\_\_\_\_ may be defined as any form of commercial activity.  
1. Business 2. Sales 3. Financing 4. Marketing
  2. Business objectives act as a \_\_\_\_\_ for the company.  
1. parameter 2. Hurdles 3. Obstacles 4. Enhancers
  3. \_\_\_\_\_ the systematic study of the internal and external environment.  
1. SWOT 2. MWOT 3. XWOT 4. ZWOT
  4. The word ethics is derived from the \_\_\_\_\_ word "Ethos".  
1. Greek 2. Latin 3. English 4. Spanish
  5. Having a \_\_\_\_\_ attitude will get an entrepreneur a long way.  
1. positive 2. Pessimistic 3. Holistic 4. Introvert
  6. The person who purchases goods for himself is basically called \_\_\_\_\_.  
1. Consumer 2. Trader 3. Seller 4. Manufacture
  7. Some companies appoint an \_\_\_\_\_ Officer.  
1. Ethics 2. analyser 3. Asset 4. Optimiser
  8. \_\_\_\_\_ audit improves the social performance of the business.  
1. Social 2. Internal 3. External 4. SWOT
  9. For \_\_\_\_\_ purpose firms interact with one another.  
1. Going Global 2. Cartelisation 3. Grouping 4. Blockade
  10. \_\_\_\_\_ collaboration means agreement between two distinct companies of world.  
1. foreign 2. Global 3. Private 4. Multiple
- 1B. True or false (07) 07
  1. Business is primarily an economic activity.
  2. Business Environment is the most important aspect of any business.
  3. Environmental analysis equips organizations to monitor the market.
  4. Business ethics is a branch of ethics.
  5. Entrepreneurs take initiative, accept risk of failure etc., in business.
  6. Consumerism is a social force designed to protect consumers interest.
  7. Better Environment for Business It refers to providing a feasible environment.
  8. Equal opportunity means fair justice system in the organization.
  9. Strategy is tool to achieve goals.
- Q2. Answer the following (Any 02) 15
  1. Explain the dynamism of business.
  2. Discuss the types of business environment.
  3. Comment on SWOT.
- Q3. Answer the following (Any 02) 15
  1. Discuss the scope of business ethics.
  2. Discuss the developmental activities conducted by government for entrepreneurs.
  3. Comment on Indian consumerism.
- Q4. Answer the following (Any 02) 15
  1. Comment on social responsibility of businesses towards society.
  2. Discuss the business ecology.

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3. Differentiate between commercial audit and social audit.

Q5. Answer the following (Any 02)

15

1. Discuss the WTO.
2. Explain the India's foreign trade policy.
3. Discuss the implications of FDI on businesses.

**OR**

Q5. Shorts notes (Any 03)

15

1. PESTEL
2. Corporate Culture
3. Carbon Credit
4. MNC
5. TNC

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