

All questions are compulsory

Figures to the right side indicates full marks.

- 1A. Fill in the blanks (Any 08) 08
1. Traditionally business included activities aimed at making _____.
1. profit 2. Loss 3. Growth 4. Output
 2. _____ is a process to identify the internal and external elements.
1. Environmental analysis 2. Market analysis 3. Cost analysis 4. Internal analysis
 3. _____ are the basic moral ground rules by which we live our lives.
1. Ethics 2. Codes 3. Rules 4. Laws
 4. An _____ is a person who starts a new business.
1. entrepreneur 2. Owner 3. analyser 4. Intrapreneur
 5. _____ is a social force designed to protect consumers interest.
1. Consumerism 2. Capitalism 3. Marketism 4. Law & rules
 6. Business and _____ are interrelated and interdependent.
1. society 2. Laws 3. Environment 4. Capital
 7. _____ is a technique used for judging the social responsiveness.
1. Social audit 2. Market audit 3. Sales audit 4. Labour audit
 8. Expansion & _____ are universal tendencies among business enterprises.
1. Growth 2. Sales 3. Share 4. Dominance
 9. _____ aids in determining what is right and what is wrong in terms of a given situation.
1. Ethics 2. Laws 3. Regulations 4. Inner feelings
 10. _____ is considered as an important growth strategy useful for expanding business.
1. Diversification 2. Growth 3. Expansion 4. Retrenchment
- 1B. True or false (Any 07) 07
1. Strategy is an action plan prepared for achieving well defined objectives.
 2. Internal growth strategies bring growth from within the enterprise.
 3. Some businesses are profit oriented, whereas some are non-profit.
 4. Environmental analysis is a strategic tool.
 5. Business ethics refers to right or wrong behavior in business decisions.
 6. Entrepreneur' is derived from a French word 'entreprendre'
 7. Concept of consumerism is not recently developed.
 8. CSR, being a voluntary measure, has no rules, regulations etc.
 9. Social audit improves the social performance of an organisation.
- Q2 Answer the following – Any 02 15
1. Discuss the objectives of business.
 2. Comment on the business environment.
 3. Explain the importance of business environmental analysis.
- Q3 Answer the following – Any 02 15
1. Discuss the nature of business ethics.
 2. Discuss the business entrepreneurship.
 3. Comment on consumer protection.

QP Code: 00003694

- Q4. Answer the following – Any 02 15
1. Comment on corporate social responsibility.
 2. Explain the social audit.
 3. Comment on commercial audit.

- Q5. Answer the following – Any 02 15
1. Discuss the global strategies adopted by the MNC's
 2. Comment on WTO.
 3. Discuss the FDI.

OR

- Q5. Short Notes (Any 03) 15
- | | |
|-------------------------|-----------|
| 1. Business | 2. Ethics |
| 3. Corporate Governance | 4. TNC's |
| 5. Indian industries | |
