

**Time: 2.30 Hours****Marks: 75***Please check whether you have got the right question paper.**N.B: 1. All questions are compulsory.**2. Figures to the right indicate full marks.***Q.1 A Fill in the blanks with appropriate options: (Any 08)****8**

1. The main objective of society and business is \_\_\_\_\_ (Economic and Social / Technological / Cultural)
2. Micro environment is also called as \_\_\_\_\_ environment (Global / Operating / Economic)
3. PESTLE Analysis is created by \_\_\_\_\_ (Peter Drucker / Lawrence Harvey / Francis Aguilar)
4. Business ethics is a \_\_\_\_\_ (Law / Psychology / Normative Science)
5. \_\_\_\_\_ should be involved in preparing a firm's business plan (Accountant / Entrepreneur / Shareholder)
6. \_\_\_\_\_ is not a problem faced by consumer (Adulteration / Black marketing / Only One Quality of Products)
7. Carbon credit is a \_\_\_\_\_ term (Financial / Generic / Monetary)
8. Social audit is \_\_\_\_\_ in India (Voluntary / Involuntary / Compulsory)
9. MNC's facilitate \_\_\_\_\_ in developing nations (FDI / Loans / Bank Finance)
10. India is \_\_\_\_\_ of WTO (Not a Member / One Member / Founder Member)

**Q.1 B State whether the following statements are true or false: (Any 07)****7**

1. The element of risk and uncertainty is very high in business
2. A single transaction of buying and selling also constitutes business
3. PESTLE Analysis and SWOT analysis can work together
4. Ethics and social responsibility mean the same thing
5. The cost to start a new business is called start-up costs
6. It is compulsory for all companies to register under MSMED act
7. People tend to rely more on short term loans, credit cards, EMIs, etc. to meet the needs of consumerism to satisfy their demand
8. The concept of social responsibility is against profitmaking
9. Foreign Collaboration is a part of external growth strategy

**Q.2 Answer the following – Any 02****15****A Explain Functions and Features of Business****B Throw Light on Factors Affecting Environmental Analysis**

C Explain Business Environment and Discuss Macro Environment in detail

**Q.3 Answer the following – Any 02** **15**

- A Throw Light on characteristics of an entrepreneur
- B Discuss Meaning and Nature of Business Ethics
- C Discuss Consumerism and its Importance

**Q.4 Answer the following – Any 02** **15**

- A Discuss Arguments for and against Social Responsibility (4 points each)
- B Discuss Scope and Importance of Corporate Social Responsibility (CSR)
- C Distinguish between Social Audit and Commercial Audit

**Q.5 Answer the following** **15**

- A Discuss Features of MNC's
- B Explain Foreign Direct Investment and its Advantages

**OR**

**Q.5 Write Short Notes (Any 3)** **15**

- a. Ethical Dilemmas
- b. Positive Impact of Consumerism
- c. Principles of Corporate Governance
- d. Kyoto Protocol
- e. Methods of Diversification