

Time: 2.5 hours

Marks: 75



Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any - 8)

(8 Marks)

1. _____ includes trade and aid-to-trade. (Industry, Commerce, Employment).
2. The basic of business is _____. (Profiteering, Profit maximization, Buying and Selling).
3. _____ removes hindrances in the smooth flow of goods from the producers to the consumers. (Banking, Warehousing, Insurance).
4. _____ firms have minimum government regulations. (Partnership, Joint Hindu Family, Government).
5. Factors affecting organization in macro environment are known as _____. (SWOT, SWOC, PESTEL)
6. _____ is the moral fabric of society. (Culture, Ethics, Beliefs).
7. _____ refers to the set of systems, principles and processes by which a company is governed. (Audit, Corporate Governance, Ethics).
8. Labour _____ refers to people shift from one place to another in search of better job prospects. (Turnover, Mobility, Diversity)
9. _____ refers to deep commitment of an organization to quality. (E-commerce, TQM, E-business)
10. In _____ strategy, the market follower improves on the leader's products and packaging. (Cloner, Imitator, Adapter).

Q1. B) State whether True or False: (Any - 7)

(7 Marks)

1. Business firms lack control over external environment.
2. Opportunities and threats are often internal to an organization.
3. The macro-environment refers to all the challenges that come from inside the business.
4. Taxation is major source of government revenue.
5. Government policies are guiding and controlling country's business.
6. Social audit is voluntary.
7. Profit maximization should be the prime objective of any company.
8. Technology is certain, inexpensive and low-risk activity.
9. Michael Porter developed five forces model of industry attractiveness.
10. GATT is simple extension of WTO.

Q2. Explain in brief various components of business environment. (15 Marks)

OR

Q2. A) What is business environment? Explain its characteristics. (8 Marks)

B) Explain the nature and scope of business. (7 Marks)

Q3. A) Discuss the sunrise sectors of Indian economy. (8 Marks)

B) What is the impact of business on private sector. (7 Marks)

OR

Q3. A) Explain the features of globalization. (8 Marks)

B) Explain the pros and cons of WTO. (7 Marks)

Q4. A) Enumerate various merits of MNCs. (8 Marks)

B) Explain the impact of technology on society and economy. (7 Marks)

OR

Q4. A) Discuss the functions of FDI in developing countries. (8 Marks)

B) Explain the features of technological environment. (7 Marks)

Q5. A) Explain the impact of business on private sector. (8 Marks)

B) Discuss Socialism. Write in brief about its merits and demerits. (7 Marks)

OR

Q5. Short Notes: (Any-3) (15 Marks)

- a) Competitive Strategies
- b) Socio-Cultural environment
- c) Negative implications of FDI inflows
- d) Franchising
- e) CSR

