

Subject: **Business Environment (Commerce 1)**

Class: F.Y.BAF

Busi. Env.

Semester 1

(Time: 2 ½ Hours)

12.11.22

(75 marks)

Please check whether you have got the right question paper.

N.B: 1. All the questions are compulsory.

2. Figures to the right indicate full marks.



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

08

- i. Business and its environment are _____.
(inseparable, separable, unrelated)
- ii. External components of Business Environment provide _____ and opportunities.
(Opportunities, threats, strengths)
- iii. _____ is a person who assumes both risk and the management of a business
(Entrepreneur, Customer, Retailer)
- iv. When you buy a product with a new brand name, because of an advertisement claiming best quality and then find it defective, it is a case _____ advertisement.
(Untrue, faulty, misleading)
- v. The major cause of ecological degradation is _____ without proper planning. (Privatization, globalization, industrialization)
- vi. The world trade organization was formed in the year _____ with GATT as its basis.
(1993,1995,1996)
- vii. Corporate social responsibility may also be referred to as _____.
(Global citizenship, corporate citizenship, social citizenship)
- viii. _____ are immediate answer to reducing the amount of Green House Gas emissions in the atmosphere. (Carbon Credits, climate change, carbon technologies)
- ix. _____ refers to only the difference between the value of imports and exports.
(Balance of networking, Balance of Trade, Balance of payment)
- x. In the last three years highest FDI inflow is in _____.
(Service sector, telecommunication sector, power sector)

B) State whether True or False (Any 7)

07

- 1) There is no need to give any fee for filing a complaint before the District Forum.
- 2) Business creates time, place and form utility for satisfaction of wants.
- 3) Environmental changes have an impact on the organization in several different ways.
- 4) Internal factors are controllable and have influence on business decisions.
- 5) Nearly all business decisions may be judged as right or wrong, ethical or unethical.
- 6) An entrepreneur constantly strives for excellence.
- 7) A complaint may be sent personally or by post.
- 8) Business organization is responsible for creating ecological balance.
- 9) Social Audit analyse financial performance of a company in terms of Corporate Social Responsibility.
- 10) 'Niryat Bandhu Scheme' was initiated during 11th five-year plan.

Q2. A) Discuss features of business objectives. 08

B) Explain briefly various components of business environment. 07

OR

C) Explain the importance of business objectives. 08

D) Explain the technique of SWOT analysis. 07

Q3. A) What is business ethics? Explain the scope of business ethics. 08

B) What are the advantages of managing ethics at workplace. 07

OR

C) What are the characteristics of Entrepreneur 08

D) Explain the meaning of Consumerism and discuss its effects. 07

Q4. A) What is corporate Social Responsibility? Explain the factors affecting social responsiveness of business. 08

B) Discuss the objectives of Corporate Governance. 07

OR

C) Define Social Audit. Discuss the benefits of the same. 08

D) Explain the difference between Social Audit & Commercial Audit. 07

Q5. A) How is WTO different from GATT? 08

B) Discuss in detail Transnational Corporation its merits & demerits. 07

OR

Write short notes: (Any 3) 15

- i. Impact of Carbon Credits on Global Emissions
- ii. PESTLE Analysis.
- iii. Ethical Dilemmas.
- iv. The State Protection Council
- v. Ecology and Business.
