

F.Y. B.F.M. Sem - I - A.T.K.T. Exam

Sub:- Business Environment.

Time:- 2:30 Hrs.

Dt:- 20/3/23 Marks :- 75



- N.B.: (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.  
(3) Draw neat and clean diagram wherever necessary.

1. (a) Match the following : (Any 8)

5

(8)

Column A	Column B
(i) Organic Objective	(a) Not allowed
(ii) Political Environment	(b) 100%
(iii) Demographic Environment	(c) Internal Growth Strategy
(iv) Generate Employment	(d) Survival
(v) SEBI	(e) Investment upto 25 lakhs
(vi) Diversification	(f) Legislature, Executive and Judiciary
(vii) Investment in Micro Manufacturing Enterprises	(g) Investment upto 10 lakhs
(viii) Investment in Micro Service Enterprises	(h) Responsibility towards Society
(ix) FDI in Telecom	(i) Clause 49
(x) FDI in Gambling	(j) Age and Gender

1. (b) State whether the following statements are True or False: (Any 7)

7

(7)

1. Corporate culture acts as comforting security blanket for employees in the organisation.
2. PESTLE Analysis pinpoints shortcomings in the present set up of the company.
3. District forum entertains complaints upto rupees twenty lakhs.
4. Ecological degradation is the result of unplanned industrialisation.
5. World Environment Day is on 6th June every year.
6. Balance of trade is favourable when exports are less than imports.
7. FDI inflow is permitted in gambling and betting.
8. MNCs have helped, but not harmed the developing countries.
9. Corporate Governance is socially useful.
10. Profit and Profiteering is one and the same.

2. (a) State and explain the importance of business objectives. 8  
(b) Explain briefly political and economic environment. 7

OR

- (c) Explain the benefits of environmental scanning. 8  
(d) What is business ethics? Explain its features. 7
3. (a) Identify the problem faced by Indian consumers. 8  
(b) Discuss the social and governmental factors influencing entrepreneurial development. 7

OR

- (c) Explain the advantages of corporate social responsibility. 8  
(d) Enumerate the features of Consumer Protection Act, 1986. 7

Q.4 (a) Distinguish between social audit and Commercial Audit. (8)

(b) Suggest measures for ecology consciousness at business level. (7)

Or

Q.4 (c) Explain briefly external growth strategies. (8)

(d) Explain the demerits of TNCs. (7)

Q.5 (a) Discuss the features and importance of corporate governance. (8)

(b) What is FDI? Explain the Negative implication of FDI on Indian Industries. (7) Or

Q.5 Short Notes (Any three) (15)

1. Corporate culture.

2. SWOT analysis.

3. Ethical Dilemma.

4. District consumer forum.

5. Balance of trade.