

07/12/2018

Q.P. Code :19342

[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) Select the most appropriate alternative and rewrite the statements. (Attempt any 8) (08)

- 1) Basic objectives of business is _____.
a) Profit maximization 2) Buying and selling 3) Profiteering
- 2) Business environment is _____.
a) Dynamic b) Static c) Simple to understand
- 3) State commission can deal with cases involving value of goods \compensation not exceeding _____.
a) 20 lakhs b) 50 lakhs c) One crore
- 4) _____ Audit is a report of economic performance.
a) Commercial b) Social c) Human resource
- 5) Study of ethics is a part of _____.
a) Social science b) History c) Economic
- 6) Business helps in _____ of employment opportunities.
a) Creation b) Bridging c) Objecting
- 7) Commercial audit is inspection of account & balance sheet of a company as per the provision of Indians Companies ACT, _____.
a) 2013 b) 1956 c) 1986
- 8) TNCs are _____ to MNCs.
a) Superior b) Inferior c) Equal
- 9) FDI _____ industrial and economic development.
a) Promotes b) Restricts c) Avoids
- 10) Share of developing countries in India's export is _____.
a) Increasing b) Decreasing c) Limited

Q.1 b) State whether the following statements are True or False. (Attempt any 7) (07)

- 1) Strengths & weakness are often internal to an organization.
- 2) Face to face ethics is one of the forms of ethical dilemmas.
- 3) The maximum compensation sought is upto Rs. 5 lakhs on filling a complaint before the district forum.
- 4) India's balance of trade is unfavorable.
- 5) Business objectives should not be rigid.
- 6) Avoiding profiteering is one of the social objectives.
- 7) Humanistic attitude makes employees happy.
- 8) GATT was replaced by WTO
- 9) FDI helps in technology diffusion.
- 10) Maximizing profits is the only key to accomplish organization goals.

Q.2 a) Explain the Characteristic of business. (08)

Q.2 b) Discuss the Role of objectives in business management. (07)

OR

Q.2 c) Explain SWOT analysis. (08)

Q.2 d) State and explain the Characteristic of business environment. (07)

- Q.3 a) Define corporate culture. Explain its features. (08)
- Q.3 b) Explain the features of Consumer protection ACT 1986. (07)
- OR
- Q.3 c) Discuss the relationship between entrepreneurship and economic development. (08)
- Q.3 d) What Factors influence business ethics in India? (07)
- Q.4 a) Explain the need for corporate governance. (08)
- Q.4 b) Discuss the arguments in favour of social responsibility of business. (07)
- OR
- Q.4 c) Explain the Features of social audit. (08)
- Q.4 d) Distinguish between Social audit and Commercial audit. (07)
- Q.5 a) Explain the External growth strategies. (08)
- Q.5 b) What are the characteristics of a MNC? (07)
- OR
- Q.5 Write short note on **any three** from the following: (15)
- a) MNCs
 - b) FDI
 - c) MSMEs
 - d) Ethical climate
 - e) Economic objectives of business
