

FYBMS sem II Reg & A.T.K.T. Exam March, 2020

TIME: - 2.30 HOURS

Subject: Business Environment

MARKS: 75

FYBAF SEM 1

6/3/20



1. All questions are compulsory.
2. Figures to the right indicate full marks.

Q.1] Match the Column (Any 8)

[8]

Column A	Column B
i. Consumer Durables	a) Type of Licensing
ii. Consumer non-durables	b) Partnership between Govt & PVT Sector
iii. Joint Stock Company	c) Mobile Phones
iv. Internal environment	d) Toothpaste
v. Technological Environment	e) Corporate Image
vi. Global environment	f) Scientific Application
vii. GATS	g) International Treaties
viii. TRIM'S	h) Protection of service sector
ix. Joint Sector	i) Protection of investments
x. Franchising	j) Common Seal

b. True or false (attempt any 7)

[7]

1. External environment is uncontrollable
2. Business and objectives are dependent on each other
3. Unethical practices are accepted in the society
4. Entrepreneurs are important for social economic development
5. Consumerism creates awareness among the consumers regarding their rights and responsibilities
6. Corporate Governance makes Directors accountable.
7. World Environment day is celebrated on 6th June
8. WTO was replaced by GATT
9. Export promotion is possible through FOI
10. Tax evasion is social responsibility towards consumers

Q.2]

- a) Define Business Environment. Explain its characteristics [8]
  - b) Explain internal environment factors of micro environment [7]
- OR
- c) Explain benefits and limitations of environmental scanning [8]
  - d) Describe Nature and Scope of Business. [7]

Q.3]

- a) Explain in brief the Right to Freedom and Right against exploitation [8]
  - b) Explain Socialism. Write in brief about its merits and demerits. [7]
- OR
- c) Explain emerging sectors in India [8]
  - d) Enumerate the changes in Indian economy post the new economic policy 1991 [7]

Q.4]

- a) What are the benefits of corporate social responsibility towards employees and consumers? [8]
  - b) Explain importance of corporate governance. Give examples. [7]
- OR
- c). Explain 5 force model of competition with help of a diagram [8]
  - d). Explain Impact of Technology on society and economy. [7]

Q.5]

- a) Explain the features of globalization [8]
- b) What are WTO agreements and their implications [7]

OR

C) Write short note (Attempt any Three out of Five):[15]

- i. Transnational Corporations (TNCS).
- ii. Corporate Governance.
- iii. Ethical Climate
- iv. Socio- Cultural environment.
- v. Negative implications of FDI inflows