

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

Q.1 A Match the following (any 8)

8

1. Primary industry	a. One member one vote
2. Extractive industry	b. Philosophy of equality
3. Cooperative society	c. Participative management
4. Socialism	d. Export houses
5. Responsibility towards employees	e. Protection to investments
6. Indirect exporting	f. Agriculture
7. TRIPs	g. Age & Gender
8. TRIMs	h. Mining
9. Demographic environment	i. Niche market
10. Focus strategy	j. Protection to patents

B State whether the statements are true or false :- (any 7)

7

1. Social cultural factors change gradually.
2. Transport creates time utility.
3. WTO is not concerned with trade liberalization.
4. Public sectors are also called as cooperative sector.
5. India has multiparty system.
6. Export promotion is one of the objective of trade policy.
7. SWOT minimizes the weakness in business.
8. Internal factors are also know an exogenous factors.
9. Terrorist attacks hampers global environment.
10. Mc. Donald's is an example of franchising.

Q.2 A What is business? Explain its features.

8

B State & explain the internal factors constituting business environment.

7

OR

C Explain the various types of political institutions in detail.

8

D Distinguish between micro and macro business environment.

7

Q.3 A What is joint sector? How does it impact Indian economy?

8

B Write a brief note on economic environment.

7

OR

C Discuss the impact of foreign culture on Indian business.

8

D Explain the importance of social responsibility of business.

7

Q.4 A Explain in detail Michael Porter's Five Force Analysis.

8

Q.P. Code : 04544

B Discuss the features of globalization.

7

OR

C Explain the advantages of WTO.

8

D How can foreign firms enter global market?

7

Q.5 A Discuss various challenges faced by international business.

8

B Explain role and functions of FDI.

7

OR

Write short notes on : (any 3)

1. Aids to Trade
2. Social Audit
3. MNCs
4. Corporate Governance
5. Joint Stock Company.