

(70)

(2)

Fy (FM)
Bus. Env.

18/11/16

3:00 to
5:30
3 pages

Q.P. Code : 785800

(2½ Hours)

[Total Marks : 75]

- Note:** 1) All questions are compulsory.
2) Figures to the right indicate marks.

1. a) Multiple Choice Questions: (Attempt any 8 out of 10) 8
1. External environment offers opportunities and _____
a) Strengths b) Weaknesses c) Threats
 2. MSMED Act came into force in _____.
a) 2008 b) 1987 c) 2006
 3. CSR is often referred to as corporate _____.
a) Citizenship b) Responsibility c) Relations
 4. Balance of _____ refers to the difference between the value of imports and exports.
a) Trade b) Payment c) Business
 5. Three -fold objectives of business are _____, growth and innovation.
a) Profit b) Survival c) Selling
 6. Entrepreneur is the person who undertakes the _____ of new enterprise.
a) Risk b) Profit c) None
 7. _____ refers to code of conduct to be followed by business.
a) Culture b) Business Ethics c) Issue
 8. _____ is widely regarded as the father of the concept of social audit.
a) Theodore Krepes b) Francis Aguilar c) Dr. MS Swaminathan
 9. WTO stands for World _____ Organization.
a) Trade b) Transport c) Tariff
 10. _____ is a certificate showing that a government or company has paid to have a certain amount of carbon dioxide removed from the environment.
a) Oxygen Credit b) Carbon Credit c) Hydrogen credit

[TURN OVER

- b) State True or False (Attempt **any 7** out of 10)
1. The element of risk & uncertainty is very high in business.
 2. The Consumer Protection Act 1986 enables consumers to complain directly.
 3. Commercial Audit & Social Audit are same terms.
 4. FDI is a popular method for the outflow of foreign capital.
 5. SWOT analysis is useful to match organization's resources with the environment.
 6. WTO establishes a framework for trade policies.
 7. In ethical dilemma a choice is to be made.
 8. Consumerism is essentially for education, protection & guidance of consumers.
 9. Environmental analysis is a continuous process.
 10. MNC's facilitate FDI in developing countries.
2. a) Explain the significance of objectives in Business. 7
b) Discuss the role of entrepreneurship in economic development. 8
- OR**
- a) Explain the implication of FDI for Indian economy. 7
b) Define business ethics. Describe the importance of business ethics. 8
3. a) Explain the responsibilities of business towards consumers and Government. 7
b) Define MNCs. Explain the advantages of MNCs 8
- OR**
- a) Explain the important features of MSMED Act. 7
b) "Ecology & business are closely related" explain the statement in light of the relationship between business & ecology. 8
4. a) What are the benefits of Social Audit? 7
b) Explain the techniques that can be used for effective environmental analysis 8
- OR**
- a) What is meant by Corporate culture? Explain its features 7
b) Explain the PESTLE analysis of business Environment 8
5. a) Explain the internal environment factors of Business. 7
b) What are the functions of WTO? 8
- OR**

- a) Write Short Notes (Attempt **any 3** out of 5)
- 1 Transnational Corporations (TNC's)
 - 2 Corporate Governance
 - 3 Ethical Climate
 - 4 Socio-cultural environment
 - 5 Entrepreneurship as a career option

MUPD16594 VPM594 11/18/2016 1:11:56 PM MUPD16594 VPM594 11/18/2016 1:11:56 PM MUPD16594 VPM594 11/18/2016 1:11:56 PM