

- Instructions:**
1. All questions are compulsory.
 2. Figures towards right indicate marks.

- Q.1** A. Define Business objectives. State and explain the features of technological environment. (7)
- B. What is the different types of Business objectives? (8)
- OR**
- Q.1** A. What is Business ethics? Explain its scope in detail. (7)
- B. What is corporate culture? Explain its features. (8)
- Q.2** A. Define Entrepreneurship. What are the factors influencing Entrepreneurial development. (7)
- B. Explain the concept of Consumerism and also explain its function. (8)
- OR**
- Q.2** A. Define Consumerism. Explain its benefits. (7)
- B. What is Corporate Social Responsibility? What are its benefits. (8)
- Q.3** A. What is Environmental pollution? What are the types of environmental pollution. (7)
- B. What is Social Audit? What are its types. (8)
- OR**
- Q.3** A. What is Social Audit? What are its importance? (7)
- B. What is Diversification Strategies? Explain the method involved in it. (8)
- Q.4** Write short notes on (Any 3) (15)
- a. MNC's
 - b. WTO
 - c. FDI
 - d. Political environment.
 - e. Corporate governance.

