

(L)  
OP10AFN

FYAF.  
Bus Enuk  
3/10/15

Marks: 75

Duration: 2.5hrs

Note: All questions are compulsory carrying 15 marks each.

Q1.a) State whether the following statements are true or false (Any 8) (08)

1. Three fold objectives are also called as organic objective.
2. Business Environment is dynamic in nature.
3. Business Ethics are also called as Corporate Ethics.
4. Competitor is a part of Micro Environment.
5. Entrepreneur always has the ability to explore opportunities.
6. Consumer movements are uniform in nature.
7. A combination of internal and external auditor would be ideal for social audit.
8. GATT was founded in 1947
9. Setting business objective is the responsibility of top management
10. Only for 17 specified industries social audit is compulsory in India

Q1.b) Match the following (Any 7) (07)

- |                         |   |
|-------------------------|---|
| 1. Caveat Emptor        | December 1986                           |
| 2. Macro Environment    | 1 metric tonne                          |
| 3. Insider trading      | European Union                          |
| 4. COPRA                | leaking price sensitive information     |
| 5. District Forum       | Buyer beware                            |
| 6. Whistle Blowing      | Regulatory Environment                  |
| 7. Carbon Credit        | Disclose wrong doing in an organisation |
| 8. Trading blocks       | Non discriminatory social movement      |
| 9. Consumerism          | Ethical dilemmas                        |
| 10. Face to face ethics | Complaints upto 20lakhs                 |

Q2.a) Define Business Objective and explain the human objective of business (08)

Q2.b) Define Business Environment and explain in detail Macro Business Environment (07)

OR

Q2.a) Write a note on Pestle Analysis (08)

Q2.b) Define Business Ethics and explain its need (07)

Q3.a) Define Entrepreneur and state its characteristics (08)

Q3.b) Define Consumerism and explain the effect of consumerism on society (07)

OR

Q3.a) Define Corporate Governance and explain its importance (08)

Q3.b) Explain the Corporate Social Responsibility towards Government (07)

Q4.a) Explain the different types of Social Audit (08)

Q4.b) Write a note on WTO and explain any 5 agreements made by WTO (07)

OR

Q4.a) What are the limitations of Social Audit (08)

Q4.b) Explain the favourable impact of WTO Agreements on India (07)

Q5. Write short notes (Any 3): (15)

1. Entrepreneurship as a Career Option
2. Advantages of MNC
3. Whistle Blowing
4. Basic Consumer Rights
5. National Commission