

200

FYBcom (Accts & Fin)

3pm to 6pm

Sem I

18/11/16

Commerce - I

QP Code : 775401

02 pages

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(2 1/2 Hours)

[ Total Marks : 75

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

1. (a) State whether the following statements are True or False (Any 8) 8
- (1) Business objectives need not be multiple.
  - (2) Environment analysis does not foretell the future.
  - (3) Business ethics does not have universal application.
  - (4) Entrepreneurs have role models.
  - (5) Consumer association fight against misleading advertisement.
  - (6) Corporate social responsibility create favourable public image.
  - (7) Social Audit is conducted on yearly basis.
  - (8) WTO started functioning from 1<sup>st</sup> January 1995.
  - (9) MNC's helped but not harmed to developing countries.
  - (10) FDI is popular method for the outflow of foreign capital.

- (b) Match the following (Any 7) 7
- | Column A                               | Column B  |
|--|---|
| (i) Profit                             | (a) Minimising Government Control                     |
| (ii) Pollution Control                 | (b) External Growth Strategy                          |
| (iii) Medium Manufacturing Enterprises | (c) Investment above Rs.2 crore and up to Rs. 5 crore |
| (iv) Ethics                            | (d) Economic Objective                                |
| (v) Trusteeship Concept                | (e) Code of Conduct                                   |
| (vi) Corporate Governance              | (f) Internal Growth strategy                          |
| (vii) Mergers                          | (g) 100 Percent                                       |
| (viii) Intensification Growth Strategy | (h) Mahatma Gandhi                                    |
| (ix) FDI in Chemicals                  | (i) Investment above Rs.5 Crore and upto Rs.10 crore. |
| (x) Medium Service Enterprises         | (j) Social Objective                                  |

2. (a) State and explain the importance of business objectives. 8
- (b) Explain briefly political and economic environment. 7
- OR**
- (c) Explain the benefits of environmental scanning. 8
- (d) What is business ethics? Explain its features. 7

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3. (a) Identify the problems faced by Indian consumers. 8  
(b) Discuss the social and governmental factors influencing entrepreneurial development. 7

OR

- (c) Explain the advantages of corporate social responsibility. 8  
(d) Enumerate the features of Consumer Protection Act. 1986. 7

4. (a) Suggest measures for ecology consciousness at business level. 8  
(b) Distinguish between social audit and commercial audit. 7

OR

- (c) Explain briefly external growth strategies. 8  
(d) Explain the demerits of TNC's. 7

5. (a) Discuss the features and importance of corporate governance. 8  
(b) What is FDI? Explain the negative implications of FDI on Indian industries. 7

OR

5. Write short notes on (Any 3) :- 15  
(a) Corporate Culture  
(b) SWOT Analysis  
(c) Ethical Dilemma  
(d) Balance of Trade  
(e) District Consumer Forum

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