

FYBAF Sem I Regular

7/12/18  
10.30-1pm

Duration: 2 1/2 hours

Max marks: 75

pages — 2

- NOTE: i. All questions are compulsory.  
ii. Figures to the right indicate full marks.  
iii. Draw neat and clean diagram wherever necessary.

- Q1 a. Match the Column: (Any 8) 8
- |                            |                                     |
|----------------------------|-------------------------------------|
| 1 Research and Development | a. Business Ethics                  |
| 2 Code of Conduct          | b. 1956                             |
| 3 MSMED Act                | c. Responsibility Towards Employees |
| 4 Audit Committee          | d. Technological Environment        |
| 5 Indian Companies Act     | e. Internal Growth Strategy         |
| 6 FDI in Insurance         | f. Corporate Governance             |
| 7 FDI in Gambling          | g. 2006                             |
| 8 Fair Wages               | h. 49%                              |
| 9 District Forum           | i. Not Allowed                      |
| 10 Diversification         | j. Complaints upto Rs. 20 lakhs     |
- b. State whether the following statements are true or false (Any 7) 7
- 1) Business enterprises do operate within a vacuum
  - 2) Business objectives are the future destination of an organization
  - 3) Business must go on irrespective of favorable or unfavorable environment
  - 4) Demographic environment is important because "people make up markets".
  - 5) Environmental analysis does foretell the future
  - 6) Ethical climate is unspoken understanding
  - 7) Ecology is also described as environment biology
  - 8) Marketing audit is within the scope of social audit
  - 9) Indian industries are becoming globally competitive due to support of FDI
  - 10) CSR makes business accountable for its actions
- Q2 a. Discuss features of business objectives. 8
- b. Explain briefly various components of business environment. 7
- OR
- Q2 a. Discuss features of Corporate culture. 8
- b. Enumerate the benefits of Environmental scanning 7

- Q3 a Explain entrepreneurship as career option. 8  
b. What is meant by consumerism? State and explain its features. 7
- OR
- Q3 a Explain the scope of Corporate Social Responsibility. 8  
b. Write a detailed note on business ethics. 7
- Q4 a Suggest measures for Ecological consciousness at Business Level. 8  
b. Discuss arguments against Social Responsibility of Business. 7
- OR
- Q4 a Distinguish between Social Audit v/s Commercial Audit. 8  
b. Discuss implications of FDI inflows on Indian industries. 7
- Q5 a Explain internal growth strategies briefly. 8  
b. Explain the merits of Multinational Company. 7
- OR
- Q5 Write short notes on **any 3**: 15  
a. Organic Objectives  
b. COPRA Act, 1986.  
c. Corporate Governance  
d. WTO  
e. Balance of Trade

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