

Instructions : All questions in section 1 carry equal marks.

Attempt any two questions in section 1.

Question 5 in section 2 is compulsory.

Section – 1

Q1. A . Explain the internal factors affecting business environment. 10

B. What is money market ? Explain reforms of money market. 10

Q2. A. Explain in detail " EXIT POLICY". 10

B. Which are the various price and distribution control methods? Explain. 10

Q3. A. Discuss the demerits of MNCs. 10

B. Write a note on WTO and India. 10

Q4. A. Explain various social responsibilities of a business firm. 10

B. Highlight the importance of Business Ethics . 10

Section -2

Q5. MCQs (Any 10)

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1. Which one of the following does not belong to micro environment ?
 - a. Supplier
 - b. Competitors
 - c. Financiers
 - d. Natural
2. Which of the following belong to internal environment?
 - a. Political
 - b. Economic
 - c. Human Resources
 - d. Demographic
3. Natural environment include _____ and _____ factors.
 - a. Geographical and ecological.
 - b. Infrastructural and technological
 - c. Economical and political
 - d. Globe and Indian
4. _____ is external environment.
 - a. Value system
 - b. Management structure
 - c. Economic environment
 - d. Vision
5. Indian money market broadly comprises of _____ sectors.
 - a. Four
 - b. Three
 - c. Two

- d. Five
6. _____ policy operates through the budget.
- a. Monetary
 - b. Fiscal
 - c. Foreign trade
 - d. Foreign exchange
7. Prevention of hoarding and black marketing is a objective of _____.
- a. Monetary policy
 - b. EXIT policy
 - c. Price and distribution controls
 - d. Foreign bank policy
8. The term Administered price refers to the _____ determined price.
- a. Government
 - b. Market
 - c. People
 - d. RBI
9. _____ is a popular method to trim the manpower.
- a. CRS
 - b. EXIM
 - c. Retirement
 - d. Golden Handshake
10. Who is a biggest loser of not having an EXIT policy?
- a. Labour
 - b. Employer
 - c. Kids
 - d. Foreigners

11. _____ is a parameter of Globalization.
 - a. Reduction of growth
 - b. Reduction of responsibilities
 - c. Reduction of terrorism
 - d. Reduction of trade barriers.
12. We accepted Globalization in _____.
 - a. July 1991
 - b. June 1980
 - c. April 1990
 - d. January 2000
13. Full form of FPI is _____.
 - a. Foreign profit investment
 - b. Foreign Portfolio Investment
 - c. Foreign policy Investment
 - d. Foreign process investment
14. The WTO started on _____.
 - a. 1st January, 1991.
 - b. 1st January, 1990.
 - c. 1st January, 1995.
 - d. 1st January, 1996.
15. EXIM Policy is better known as _____.
 - a. Foreign trade policy
 - b. Infrastructure policy
 - c. Gram panchayat policy
 - d. Monetary policy
16. _____ is the responsibility of business to shareholder.
 - a. Reduce pollution
 - b. Payment of fair wages

- c. Provide a reasonable dividend
 - d. Conserve scarce resources
17. "Do not cheat customers by selling sub – standard products." comes under _____.
- a. Business emotions
 - b. Business ethics
 - c. Business associations
 - d. Business relations
18. Consumerism in India is not well organized and developed because of _____.
- a. Low literacy level
 - b. Politics
 - c. Competition
 - d. Inequality
19. Topological factors also affect the _____ pattern.
- a. Labour
 - b. Demand
 - c. Producer
 - d. None of above
20. Environmental factors are _____.
- a. Static
 - b. Simple
 - c. Dynamic
 - d. None of them
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