

FYBMS/Paper/Subject Code:

Business Communication II.

Q. P. Code:

- N.B.** 1. All the questions are compulsory
2. Figures in right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. Transparent sheets are covered by _____ sheets. (white color, opaque, normal)
2. Notice is drafted in _____ format. (oral, written, semi-structured)
3. _____ are casual gatherings. (Workshop, Seminar, Symposium)
4. A structured interview is _____. (pre-planned, unplanned, planned on the spot)
5. When a motion is passed by a majority of members it becomes a _____. (Resolution, Order, Final Decision)
6. A technical reports makes use of _____. (jargons, general terms, simple words)
7. A closed ended question gives its respondents _____ to answer. (liberty, freedom, options)
8. Annual general meeting is scheduled _____. (monthly, quarterly, annually)
9. Right to Information Act, passed in the year _____. (2000, 2003, 2005)
10. A consumer can write a letter of complaint to the State Level Commission, when the amount is _____. (upto twenty lakhs, twenty lakhs to one crore, above one crore)

Q.1. B. Match the column (Any 7)

7 Marks

Column A	Column B
1) Presentation	a) Group of Interviewers
2) Individual Report	b) Hands on Experience
3) Delegates	c) Recordings of Meeting
4) Work Shop	d) Combination of Verbal and Non Verbal Communication
5) Minutes	e) Participants in a Conference
6) Open ended question	f) Use of Non Technical terms
7) Notice	g) For existing employees
8) Panel Interview	h) Drafted by a single person
9) Popular Report	i) Freedom to answer
10) Appraisal Interview	j) A formal invitation

Q. 2. A. Short Note on: Exit Interview and Panel Interview. **8 Marks**

Q. 2. B. State the guidelines for an Interviewee **7 Marks**

OR

Q. 2. C. Discuss the advantages and disadvantages of Video Conferencing. **8 Marks**

Q. 2. D. Explain briefly the guidelines in conducting a formal meeting? **7 Marks**

8 Marks

Q.3. A. Mrs. Sonia Sahai needs to book a hall of her daughter's birthday party, write a letter of inquiry on her behalf to Skybay Hall, Mumbai Central, Mumbai. Inquiring about the area, number of people that can be accommodated, air condition facility, and rent charges on hourly basis. Use Modified Block Layout.

7 Marks

Q.3. B. You had ordered a glass dinner set of 42 pieces, from Cookware Crockery, Mahim, Mumbai. On delivery of the same, maximum of the pieces were chipped off and broken, due to poor packaging. Write a letter of complaint against improper delivery of the product and ask either for a replacement or refund. Use Semi Block Layout.

OR

10 Marks

Q.3. C. A Committee has been appointed to investigate the cause for huge number of staff members resigning from their jobs. Prepare a report with recommendations for the same.

5 Marks

Q.3. D. Draft a Notice along with Agenda for a Board of Meeting of Citi Textiles, Andheri, Mumbai.

8 Marks

Q. 4. A. Draft a letter addressed to The President, District Consumer Redressal Forum, Sudarshan Building, Gokhale Road, Dadar, Mumbai complaining about a microwave oven sold to you by Lucky Electronics, Mahim, Mumbai. Use Complete Block Layout.

7 Marks

Q. 4. B. Draft a Sales Letter to promote a wireless headphone. Use Semi Block Layout.

OR

8 Marks

Q. 4. C. Draft an RTI Letter to The Personal Relationship Officer, Passport Seva Kendra, Kamla Mills Compound, Lower Parel, Mumbai, seeking information regarding your Passport that has not been delivered to you inspite of having submitted the required documents and completing all the necessary formalities.

Q. 4. D. Summaries the following passage:

7 Marks

Everyone has a dream in his life which they want to achieve when they grow up. Some kids want to become rich so that they can buy anything and some want to be a doctor, lawyer, or engineer. But only you know that for achieving these goals you have to work hard and stay attentive to it.

Determination

For turning a dream into reality the first thing that you need is determination. This will help you in a lot of ways. Firstly, it will help you decide the course of action for doing anything. Besides, it will also help you to plan the journey ahead. Also, it will help to take things slow and maintain a steady pace towards the dream.

Moreover, no matter how big the dream is planning and setting short term goals will always help. This is important because rushing to your dream will not help you in any way. Besides, there is some dream that requires time and they follow a process without following it you cannot achieve that dream.

Staying Motivated

Lack of motivation is one of the main causes that force a person to leave his dream behind. So, staying motivated is also part of the goal. And if you can't stay positive then you won't be able to achieve the dream. There are many people out there that quit the journey of their dreams mid-way because they lack motivation.

Keep Remembering Goal

For completing the dream you have to keep your dream in the mind. And remind this dream to yourself daily. There come hard times when you feel like quitting at those times just remember the goal it helps you stay positive. And if you feel like you messed up big times then start over with a fresh mind.

Reward Yourself

You don't need to cover milestones to reward yourself. Set a small target towards your dream and on fulfilling them reward yourself. These rewards can be anything from toffee to your favorite thing. Besides, this is a good way of self-motivation.

Q. 5. A. State the meaning and purpose of Report Writing

8 Marks

Q. 5. B. State the meaning and guidelines for Summarising

7 Marks

OR

Q. 5. Write Short Notes (Any 3)

15 Marks

- 1) Presentation
- 2) Grievance Interview
- 3) Report Writing
- 4) Group Discussion
- 5) Audio Conference

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Q. P. Code:
75 Marks

Q.1. A. Match the Column (Any 8)

8 Marks

1. Henri Fayol is known as _____.
 - a) The father of general management
 - b) The father of shop floor management
 - c) The father of scientific management
 - d) The father of Contingency Management
2. To manage is to forecast and plan, to organize, to compound, to co-ordinate and to control. This definition was given by _____.
 - a) Peter F. Drucker.
 - b) Henry Fayol.
 - c) Louis Allan.
 - d) Terry.
3. Luther Gullik classifies the function of management as _____.
 - a) POSDCARB
 - b) POSTCARD
 - c) POSDCORB
 - d) POSDORB
4. Henry Fayol laid down _____.
 - a) 12 principles
 - b) 13 principles.
 - c) 14 principles.
 - d) 15 principles.
5. Espirit de corps means _____.
 - a) Team Spirit
 - b) service motto
 - c) buyer beware
 - d) Seller Beware
6. F.W. Taylor is associated with _____.
 - a) Scientific Management
 - b) Future management
 - c) Modern management.
 - d) Principles of management.
7. Management is _____.
 - a) an art
 - b) a science.
 - c) an art and a science
 - d) an art not science
8. Henry Fayol was a French _____.
 - a) Industrialist
 - b) Writer
 - c) Manager
 - d) Actor
9. Every subordinate should receive orders from and be accountable to only one superior is _____.
 - a) Unity of direction.
 - b) Unity of command
 - c) Centralization
 - d) Scalar chain.
10. Which organizational relationship gives a greater job satisfaction and results in maximum Production?
 - a) formal organization
 - b) informal organization.

- c) business or organization.
- d) strategic organization

Q.1. B. State whether the following statements are True or False **7 Marks**

(Any 7)

1. Management theories and principles apply only to large cooperation not in small businesses
2. Mintzberg found that managers carefully check information before deciding what action to take.
3. The four processes of Management consist of controlling, leading, planning and outsourcing.
4. Management is what management does.
5. Span of control means the number of subordinate that can be managed under the managers.
6. Laissez faire leadership combines state of all the leadership style
7. Management is not at all a profession
8. Organization and environment are similar entities neither affecting each other.
9. Strategic planning is done by the middle level management
10. Informal communication is called grapevine communication.

Q.2. A. Differentiate between manager versus entrepreneur **8 Marks**

Q.2. B. Elucidate the importance of Management **7 Marks**

OR

Q.2. C. Explain the elements of scientific management. **7 Marks**

Q.2.D. Explain any eight principles laid down by Henry Fayol

Q.3.A. Explain the steps involved in planning process. **8 Marks**

Q.3.B. What are the limitations in planning. **7 Marks**

OR

Q.3. C. Explain MBO Explain the process of MBO in detail.
List down its advantages and disadvantages **15Marks**

Q.4. A. Differentiate between delegation of authority & decentralization. **8 Marks**

Q.4. B. What are the factors affecting span of control **7 Marks**

OR

- Q.4. C.** Explain departmentation explain its types. **8 Marks**
- Q.4. D.** What are the steps involved in selecting process. **7 Marks**
- Q.5. A.** List down the CSR activities carried out by various companies. **8 Marks**
- Q.5.B.** Why is controlling an essential feature of management **7 Marks**

OR

- Q. 5. C. Short Notes (Any 3)** **15 Marks**
1. Contingency management
 2. Situational leadership
 3. Levels of Management
 4. Process of Decision making
 5. Centralization

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N.B. 1. All the questions are compulsory

75 Marks

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Q.1. A. Choose the right alternative. (Any 8)

(8)

1. _____ means integrating the national economy with the world economy.

(Privatization, Liberalization, Globalization)

2. _____ rights aim at personal good of an individual as well as that of the community.

(Fundamental, Natural, Religious)

3. Acid rain is one of the harmful effects of _____ pollution.

(Air, Water, Noise)

4. _____ helps to develop the power of concentration.

(Physical exercise, Meditation, Social support)

5. Human rights have _____ application.

(Limited, Maximum, Universal,)

6. In an ecosystem, the _____ are primary producers.

(Animals, Plants, Consumers)

7. _____ means pre-judgment.

(Stereotypes, Aggression, Prejudice)

8. Economic liberalization was a bold decision by the Prime Minister _____.

(Narsimha Rao, Rajiv Gandhi, Atal Bihari Bajpai)

9. Human rights are derived from the principle of _____ law.

(Government, Natural, Human)

10. Working with the farmers by corporate firm and sharing the profit is known as _____.

(Contract farming, Corporate farming, Private Farming)

Q.1. B. State whether the following statements are True or False (Any 7)

(7)

1. Individual factors are the only causes of stress.

2. All individuals need not have same set of needs.

3. Magna Carta was signed in 1215.

4. Stress aggravates diabetes.

5. Urbanization is the only cause of environmental degradation.

6. Human rights have Universal application.

7. Crop failure may force farmers to commit suicide.

8. There should be proper time management so as to avoid a work overload.

9. Sustainable development has three components; environment, society and economy.

10. Freedom of speech and expression may also include defamation.

- Q.2.A. Define Migration? Explain the types and causes of Migration? (8)
Q.2.B. Discuss the reasons of Farmer's suicide in India. (7)

OR

- Q.2.C. Explain the concept of Globalisation ? Explain the impact of Globalisation on employment. (8)
Q.2.D. Explain in detail the Impact of IT and Communication. (7)

Q.3.A. What are Fundamental Rights? Explain its significance. (8)

Q.3.B. Explain the concept of Human Rights and Explain any 4 characteristics of human rights. (7)

OR

Q.3.C. Elaborate the provision which Guarantee right to Freedom under Indian constitution (8)

Q.3. D. Explain in detail , the Universal Declaration of Human Rights. (7)

Q.4.A. Explain the importance of Environmental studies in the current developmental context. (8)

Q.4. B. Explain the causes of Environmental Degradation. (7)

OR

Q.4.C. Define Ecosystem and Explain in detail the structure and function of ecosystem (8)

Q.4. D. Explain the concept of Sustainable development and bring out the need for it. (7)

Q.5. A. What is the significance of Ethics in individual development. (8)

Q.5. B. What are the causes of Violence and Aggression (7)

Q5.C. Write short notes on (Any 3) (15)

1. Maslow's theory of Self Actualization

2. Magna Carta

3. Corporate Farming

4. Poverty and Environment

5. Types of Conflicts

- N.B.** 1. All the questions are compulsory
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75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. Marketing activities are to ____ consumer needs. (postpone/multiply/satisfy)
2. Marketing is ____ in character. (interdependent/inter-related/interdisciplinary)
3. Marketing is a systematic process of identifying ____ needs and wants. (customer/dealer/supplier)
4. ____ environment includes competitors. (Micro/Macro/Marketing)
5. Product research simplifies the _____. (product mix/product line/product)
6. Study of marketing environment keeps business _____. (stable/flexible & dynamic/losing)
7. ____ removes unprofitable items. (Line contraction/Line pruning/Line filling)
8. ____ pricing is a long-term pricing strategy. (skimming/penetration/transfer)
9. Segmentation facilitates effective ____ strategy. (advertising/product/PR)
10. E-marketing has ____ reach. (individual/national/global)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

1. Yesterday's luxuries are today's necessities.
2. Profit is secondary in selling.
3. Human wants are unlimited.
4. Marketing research is fool proof.
5. Consumer behaviour is certain.
6. Zero level channel is the shortest channel.
7. Cost of production is an external factor of pricing.
8. Skimming pricing involves selling at low price initially.
9. Target marketing identifies high growth segments.
10. Buzz marketing involves cultivating union leaders.

Q.2. A. Discuss the nature of marketing in detail.

8 Marks

Q.2. B. What are the concepts of marketing under orientation of a firm?

7 Marks

OR

Q.2. C. Explain the advantages of Marketing.

8 Marks

Q.2. D. Distinguish between Marketing and Selling.

7 Marks

Q.3. A. State the factors influencing Micro Environment.

8 Marks

Q.3. B. Explain the characteristics of Marketing Information System.

7 Marks

OR

Q.3. C. Discuss the features of Consumer Behavior in detail.

8 Marks

Q.3. D. Write a detailed note on Sales Research.

7 Marks

Q.4. A. Write down the advantages of Branding to the manufacturer and the consumer.

8 Marks

Q.4. B. State the features of Marketing Mix.

7 Marks

OR

Q.4. C. What are the components of a Brand? Discuss in depth.

8 Marks

Q.4. D. What is the role of Advertising in Product Promotion?

7 Marks

Q.5. A. Describe 5 Advantages and 5 Disadvantages of Internet Marketing.

8 Marks

Q.5. B. What is Targeting? Explain its types in detail.

7 Marks

OR

Q.5 C. Short Notes (Any 3)

15 Marks

1. Principles of Marketing
2. Promotion
3. Production Research
4. Direct Marketing
5. E-Marketing

Q.1. A. Fill in the blanks (Any 8)**8 Marks**

1. 'First come last go and last come first go' is the principle of
 - (a) Lay-off
 - (b) Closure
 - (c) Retrenchment
 - (d) Dismissal
2. Which of the following means cessation of work by a body of persons in any industry?
 - (a) Lock-outs
 - (b) Strike
 - (c) Refusal
 - (d) Slowdown
3. Any _____ or more members of a Trade Union can apply for registration of the Trade Union under the Trade union Act, 1926.
 - (a) Two
 - (b) Six
 - (c) Seven
 - (d) Nine
4. As per Section 2(d) of the Factories Act 1948, 'young person' means a person who is
 - (a) a child
 - (b) an adolescent
 - (c) either a child or an adolescent
 - (d) an adult
5. The name of which of the legislations has been recently changed?
 - (a) Workmen's Compensation Act
 - (b) Employees State Insurance Act
 - (c) Maternity Benefit act
 - (d) Payment of Gratuity Act
6. Which of the following benefits have not been provided under the Employees State Insurance Act, 1948?
 - (a) Sickness Benefit
 - (b) Unemployment Allowance
 - (c) Children's Allowance
 - (d) Disablement Benefit
7. Employees share of contribution under the ESI Act is
 - (a) 2%
 - (b) 8.33%
 - (c) 0.75%
 - (d) 4.75%
8. Employees Provident Funds Appellate Tribunal was constituted under Section _____ of the Act.
 - (a) 7D
 - (b) 6A
 - (c) 7C
 - (d) 6D
9. Which section states about the classes of employees where the Payment of Bonus Act is not applicable?
 - (a) Section 16
 - (b) Section 32
 - (c) Section 22
 - (d) Section 30
10. Under the payment of Bonus Act, establishment in public sector means?
 - (a) Government Company
 - (b) Co-operative Society
 - (c) Public Limited Company
 - (d) Non Government Organisations

Q.1. B. State whether the following statements are True or False (any 7)**7 Marks**

1. The Industrial Disputes Act has set up a machinery to deal with the Industrial disputes.
2. Registered Trade union has to send monthly a general statement to the Registrar.
3. The Factories Act, 1948 governs the working conditions of the workmen in factories.
4. The Employees Compensation Act, 1923 does not apply to persons employed in plantations.
5. The Employees State Insurance Act relates to social security.
6. Maximum wages for coverage under ESI Act are 5000 p.m.
7. Employees Provident Fund Act is administered only by the Central Government.
8. The main object of the payment of Wages Act, 1936 is to avoid unnecessary delay in payment of wages.

9. An employee shall be disqualified from receiving bonus under the Payment of Bonus Act, if he is dismissed from service for fraud.
10. Gratuity is payment made in installments to the employee when he retires.

Q.2. A. Define strike and lockout. Explain the provisions relating to strike and lockout as provided in Industrial Disputes Act. **8 Marks**

Q.2. B. What is a "Trade Union"? Explain the procedure for registration of a trade union under the Trade Union Act, 1926. **7 Marks**

OR

Q.2. C. Explain safety measures as per the Factory Act. **8 Marks**

Q.2. D. Explain health measures as per the Factory Act. **7 Marks**

Q.3. A. Explain rules regarding employer's liability for compensation. **8 Marks**

Q.3. B. Discuss different benefits payable under the ESI Act. **7 Marks**

OR

Q.3. C. Explain different types of disablement under employee's compensation act. **8 Marks**

Q.3. D. Discuss different administrative bodies for ESI Act. **7 Marks**

Q.4. A. Explain Employee Pension Scheme. **8 Marks**

Q.4. B. Explain employer's responsibility for payment of wages as per the Payment of Wages Act. **7 Marks**

OR

Q.4. C. Discuss the provisions of the Payment of Wages Act, 1936 with regards to deductions which are allowed from wages. What are not permissible deductions? **8 Marks**

Q.4. D. Discuss provisions for non refundable withdrawals from PF Account. **7 Marks**

Q.5. A. Explain employee's eligibility and disqualification of bonus under the Payment of Bonus Act, 1965. **8 Marks**

Q.5. B. What is gratuity? Explain what is rate of Gratuity. **7 Marks**

OR

Q. 5. C. Short Notes (out of 5 Any 3) **15 Marks**

1. Welfare Measures
2. Distribution of Compensation under the Employees Compensation Act, 1923
3. Medical Benefit Council
4. Standing Committee
5. Deposit Linked Insurance Scheme

N.B. 1. All the questions are compulsory

Q. P. Code:

2. Figures to the right indicate full marks

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

- 1) The Future value of an amount is always _____ its present value'
a) greater than b) less than c) quarterly d) none of these

- 2) The Current Value of an annuity to be Paid at equal intervals at a specific rate of interest is known as _____
a) current value b) Present worth c) immediate value d) none of these

- 3) In EMI calculations the rate of interest is compounded
a) quarterly b) yearly c) monthly d) none of these

- 4) A fund formed by periodically setting for gradual repayment of a debt replacement of a depreciating asset is as _____
a) Resource fund b) emergency fund c) contingency fund d) sinking fund

- 5) Price is a _____ function of demand
a) increasing b) decreasing c) Constant d) none of these

- 6) The Point Where there is no Profit no loss is called
a) zero point b) breakeven point c) both a and b d) None of these

- 7) The total cost function consists of
a) fixed cost b) variable cost c) both a and b d) none of these

- 8) The total revenue per unit is called
a) marginal revenue b) Modal revenue c) average revenue d) none of these

- 9) The difference of successive values of y where y is a function of equally spaced values of x is called
a) finite difference b) forward difference c) absolute difference d) positive difference

- 10) Interpolation is the process of
a) obtaining value of $f(x)$ at points between the tabular values
b) obtaining value of $f(x)$ at points beyond either end of tabular values
c) both a and b
d) none of these

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

- 1. Interpolation is the process of obtaining value of $f(x)$ at points between the tabular values.
- 2. Give $p = Rs. 1,500$, $N = 3$ years, $I = Rs. 195$, then simple interest rate will be 4.33% p.a.
- 3. The point where market demand equals market supply at the same price is called Balancing point.
- 4. Inverse of a square matrix is possible only if its determinant is non-zero.
- 5. Derivative of 'y' with respect of 'x' represents rate of change of y with respect to x.
- 6. The derivative of a derivative is called second order derivative.
- 7. In Newton's forward difference formula, what is $u = (x - x_0)/h$
- 8. An annuity in which the number of payments is fixed is called fixed annuity.

9. Present value is also called as Accumulated Value

10. Identity Matrix is also called as Null Matrix

- Q.2 A A Maruti Car was brought 3 years back at rs.2, 20,000. Find its current price with 12% depreciation p.a **8 Marks**
B Find the present value of rs.6,00,000 at 8% rate of compound interest payable 8 years from now. **7 Marks**

OR

- C A box contains 6 white balls and 4 black balls. in how many ways can one select 3 white and 2 black balls from this box **8 Marks**
D Difference between Permutations & combinations **7 Marks**

- Q.3 A. If technology matrix $A = \begin{pmatrix} 0.20 & 0.4 \\ 0.30 & 0.7 \end{pmatrix}$ and final demand $D = \begin{pmatrix} 300 \\ 600 \end{pmatrix}$, find total output matrix. **8 Marks**

- B. If $A = \begin{pmatrix} 13 & \\ & 21 \end{pmatrix}$ find $A^2 - 2A + 3I$ where I is the identity matrix **7 Marks**

OR

- C Solve the following equations in 3 unknowns using Cramer's Rule.
 $5x + 3y - 2z = 6$, $3x - 3y + 4z = 2$, $8x + 2y - 3z = 7$ **8 Marks**
D Write a note on Algebra of Matrices. **7 Marks**

- Q.4. A. The cost of manufacturing x items of a product is given by
 $C = 2x^2 + 3x + 10$. Find the total cost, average cost, marginal cost and the marginal average cost if 10 items are manufactured. **8 Marks**

- B. Divide 50 into two parts so that their product is maximum. **7 Marks**

OR

- C. Using the following find the interpolating polynomial $f(x)$ for y hence obtain the values of y at $x=5,6$ **8 Marks**

x	y	1	2	3	4
$f(x)$	2	2	6	20	50

- D Write a note on MAXIMA AND MINIMA **7 Marks**

- Q.5. A Construct a difference table for $f(x) = 5x^2$, $x = 0(1)4$. Hence find $f'(1.5)$, using Newton's Forward Difference formula **8 Marks**

- B Write a note on Interpolation **7 Marks**

OR

- C Short Notes (out of 5 Any 3) **15 Marks**

- a) Explain the Term Present Value and Future value.
b) Difference between Simple Interest and Compound Interest.
c) Write a Note on logarithmic, exponential and linear function.
d) Difference between Permutations & combinations.
e) Explain FORWARD AND BACKWARD difference and its table

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

75 Marks

Q.1. A. Fill in the blanks (Any 8)

8 Marks

1. The essence of business is _____. (Trade / services / profiteering)
2. Business is a form of _____ activity. (economic / social / human)
3. The element of risk and uncertainty is very high in _____. (Business / profession / employment)
4. Internal factors are _____ and have influence on business decisions. (Uncontrollable / inseparable / controllable)
5. _____ factors are mission, objectives, strategy, marketing capability, operational capability, personal capability, organization structure. (External / Micro / Internal)
6. _____ is a distinct form of the business organization existing only in
7. India. (Joint Stock Company / Joint Hindu Family Business / Public Corporation)
8. _____ environment relates to density of population, literacy rate, rural urban divide etc. (Ecological / Economic / Demographic)
9. _____ is the major source of government revenue. (Interest / Receipts / Taxation)
10. _____ is the process of interacting country's economy with global economy. (Liberalisation / Globalisation / Exports)

Q.1. B. State whether the following statements are True or False (Any 7)

7 Marks

1. Business firms lack control over external environment.
2. Business environment is the aggregate of all conditions, events and influences that surround and affect it.
3. Environmental analysis is a process by which organisations monitor their environment to identify opportunities and threats to the business.
4. Social audit is voluntary.
5. Social audit helps organisation in meeting its social responsibility.
6. CSR includes corporate responsibility towards employees.
7. Culture is acquired by learning and experience.
8. Six sigma is designed to improve quality and to eliminate defects.
9. TQM strives to meet customer's requirements on time.
10. Michael Porter developed five forces model of industry attractiveness.

Q.2. A. Define business. Explain its various features.

8 Marks

Q.2. B. Explain the scope of business.

7 Marks

OR

- Q.2. C. What is business environmental analysis? Explain SWOT analysis. **8 Marks**
Q.2. D. Distinguish between micro and macro environment. **7 Marks**
- Q.3. A. What is mixed economy? Explain advantages and disadvantages of mixed economy. **8 Marks**
Marks
- Q.3. B. Explain sun-rise sectors of Indian economy. **7 Marks**
- OR**
- Q.3. C. Explain the impact of foreign culture on the business. **8 Marks**
Q.3. D. Explain the impact of traditional values and culture on the business. **7 Marks**
- Q.4. A. What is Social Audit? Explain its importance. **8 Marks**
Q.4. B. Define corporate governance. Explain its objectives and importance **7 Marks**
- OR**
- Q.4. C. Explain the meaning and features of technology **8 Marks**
Q.4. D. Explain the impact of technology on business. **7 Marks**
- Q.5. A. What is role of WTO in the economic development of developing countries? **8 Marks**
- Q.5. B. Explain different features of globalization. **7 Marks**
- OR**
- Q. 5. C. Short Notes (Any 3) **15 Marks**
1. FDI Policy in India
 2. GATT
 3. External Environment
 4. Political Environment
 5. Natural Environment
