

DURATION: 3 HOURS

MARKS: 100

NOTE:

- All questions are compulsory.
- Figures to the right indicate full marks.
- All questions carry equal marks.

Q.1. A. Fill in the blanks: **(ANY 10)**

(10M)

1. Business is an _____ activity.
a) Organized b) Social c) National d) Global.
2. _____ fills the knowledge gap.
a) Advertising b) Public relations c) R&D d) Invention
3. Customers form a part of _____ environment.
a) Micro b) Macro c) Global d) Internal
4. Trading blocs result in _____ creation.
a) Trade b) Policies c) Disputes d) Restricted area
5. Environmental factors are _____.
a) Stable b) Dynamic c) Isolated d) Rigid
6. _____ acts as a reference guide during the execution of the project.
a) Feasibility Report b) Legal Report c) Project Report d) Linear Programming
7. _____ is an entrepreneur within an existing organization.
a) Intrapreneur b) Manager c) Leader d) Boss
8. _____ scheme is specially meant for women entrepreneurs.
a) DBK b) MDA c) TREAD d) TRICKS
9. Companies intimate DIN to _____.
a) ROC b) CCI c) Government d) ASEAN
10. Women entrepreneurs are _____ of the family.
a) Dependents b) Outsiders c) Analysis D) Anchor
11. Objectives of business should be _____.
a) Rigid b) Flexible c) Confusing d) Incentives
12. Feasibility studies _____ business potentiality.
a) Calculates b) Estimates c) Forecasts d) Controlling

Q.1. B. State whether the following statements are True or False. (ANY10)

(10M)

1. The modern concept of business is concerned only with profits.
2. Survival in business is one economic objective of business.
3. NIP was introduced in July 1991.
4. Banking solves the problem of risks in business.
5. Objectives form the base of business planning.
6. Vision, mission and objectives are internal environmental factors.
7. Trading blocs establish collective force against non-members.
8. Promoter refers to an inside entrepreneur.
9. Business is a social activity.
10. Creating wealth is an economic objective of business.
11. India is a member of ASEAN.

Q.2) ANSWER THE FOLLOWING:

(15M)

1. What is business .Explain features of business?
2. Distinguish between traditional and modern concept of business.
3. Explain functions of business.

Q.3) ANSWER THE FOLLOWING

(15M)

1. Briefly explain components of internal environment.
2. Describe the components of external environment.
3. Explain the educational environment in India.

Q.4) ANSWER THE FOLLOWING

(15M)

1. Discuss the concept and importance of project planning.
2. Explain the licensing and registration of a business unit.
3. Explain in brief the various acts influencing business.

Q.5) ANSWER THE FOLLOWING

(15M)

1. What are the problems of women entrepreneurs?
2. Explain the various types of entrepreneurs.
3. Distinguish between manager and entrepreneur.

Q.6) WRITE SHORT NOTES ON: (Any 4out of 6)

(20M)

1. Schemes of SIDBI
2. Incentives to entrepreneurs
3. Traditional Manager
4. Intrapreneur
5. Significance to society
6. Aids-To-Trade