

Duration: 3 HOURS

B615NCI

Marks:- 100

Note:- 1) All questions are compulsory

2) All questions carry equal marks

3) Figures to the right indicate maximum marks.

Q.1A) Fill in the blanks with suitable options :- (Any 10)

(10 M)

- 1) Business is a _____ activity.
a) Organized b) Social c) National
- 2) _____ is concerned with expansion of markets.
a) Commerce b) Industry c) Research
- 3) WTO replaced GATT in the year _____.
a) 1955 b) 2000 c) 2005
- 4) _____ environment is influenced by economic policies of the government.
a) Economic b) Socio - Economic c) Demographic
- 5) Customers form a part of _____ environment.
a) Micro b) Macro c) Internal
- 6) _____ is required for tax deduction at source.
a) TAN b) DIN c) TIN
- 7) Analysis of competitor's strategies is an element of _____ environment analysis.
a) Internal b) External c) International
- 8) The most successful entrepreneur are the _____.
a) Innovators b) Decision makers c) Procrastinators
- 9) _____ scheme is specially meant for women entrepreneurs.
a) TREAD b) MDA c) DBK
- 10) Feasibility studies _____ business potentially.
a) Calculation b) Estimate c) Forecasts
- 11) Business and its environment are _____.
a) Separable b) unrelated c) in separable
- 12) _____ agreement is concerned with liberalization of international investment.
a) TRIMs b) TRIPs c) Agreement of agriculturè

Q.1B) state whether following statements are true or false :- (Any 10)

(10 M)

- 1) The traditional concept of business place emphasis on customer satisfaction.
- 2) Production refers to conversion of inputs into finished products.
- 3) ASEAN consists of nations belonging to south Asia.
- 4) Environment is an integral part of business.
- 5) The project report is of importance only to the entrepreneur.
- 6) Law and order situation is an important factor to be considered in plant location.
- 7) Intrapreneurs is an entrepreneur within an existing organization.
- 8) Only economic factors contribute to the growth of entrepreneurs.
- 9) India's export reduced due to globalization.

- 10) Provident fund registration is not compulsory if the size of workforce is 20 or more.
- 11) Entrepreneurship is an economic activity
- 12) The Indian institute of entrepreneurship was established in the year 1993

Q.2) Answer any 2 of the following :-

(15 M)

- 1) Describe the scope of business.
- 2) Discuss the meaning and features of business.
- 3) Discuss in brief the retrenchment strategies.

Q.3) Answer any 2 of the following :-

(15 M)

- 1) Explain the importance of business environment.
- 2) Discuss in brief about internal environment.
- 3) Explain educational environment and its impact on business.

Q.4) Answer any 2 of the following :-

(15 M)

- 1) What are the stages of business unit promotion?
- 2) Explain in brief the various acts influencing business.
- 3) Explain the types of feasibility study.

Q.5) Answer any 2 of the following :-

(15 M)

- 1) Explain the concept of entrepreneurship
- 2) Explain the economic factors contributing to the growth of entrepreneurship.
- 3) Discuss the promotional incentives offered to women entrepreneurs.

Q.6) Write short notes on :- (Any 4)

(20 M)

- 1) Impact of liberalization.
- 2) Write a note on European Union (EU)
- 3) Business related problems of women entrepreneurs.
- 4) Competition Act, 2002.
- 5) Write a note on interrelationship between business and natural environment.
- 6) Merger Strategy.

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