

Commerce-I

DURATION: - 3 hrs

212051223

MARKS:- 100

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

Q.1 a) **Fill in the Blanks with the appropriate option given in the brackets:- (Any 10)**

CO1,2,3,4- 10M  
R/U/A/AP/E

- 1) \_\_\_\_\_ refers to reduction of government control over business sector.  
(Privatization/Liberlization/Globalization)
- 2) \_\_\_\_\_ is one of the components of internal environment.  
(Human resources/Customers/Government)
- 3) Survival and growth rate are the \_\_\_\_\_ objective of business.  
(Social/ Organic/ Economic)
- 4) \_\_\_\_\_ is a social objective of business.  
(Fair wages/Satisfy creditors/Survival)
- 5) \_\_\_\_\_ is not aids to trade.  
(Transportation/Insurance/Wholesale trade)
- 6) \_\_\_\_\_ means converting loss- making company into profit making.  
(Liberalization/Turnaround/Globalization)
- 7) \_\_\_\_\_ acts as a reference guide during the executive of the project.  
(Project report/ finance report/ legal report)
- 8) An entrepreneur \_\_\_\_\_ business idea  
(Rejects/Debates/ conceives)
- 9) Entrepreneurs needs to take \_\_\_\_\_ decisions.  
(Proactive/Reactive/Hasty)
- 10) The Company Act 1956 was replaced by the \_\_\_\_\_  
(Companies Act 2011/Companies Act 2012/Companies Act 2013)
- 11) \_\_\_\_\_ is an example of internal growth strategy.  
(Merger/Product development/Joint Venture)
- 12) Business is an \_\_\_\_\_ activity.  
(Organized/ Social/Profit making)

Q.1 b) **State True or False :- (Any Ten)**

CO1,3,-R/ 10M  
U/AN/AP/E

1. Creation of employment opportunities is one function of business
2. Business is a socio-economic activity
3. Import is concerned with importing of goods and then selling the same to another country.
4. Globalization involves interlinking of domestic economy with the world economy.
5. Business organization can control its external environment
6. Objectives can never be expressed in quantitative terms.
7. NIP was introduced in July 1991.
8. Trading blocks establish collective force against non-members.

9. PAN is mandatory for opening of Bank account, filling of Income tax Returns.
10. Entrepreneurship is an economic activity.
11. Tertiary industry provides intangible goods.
12. Cultural environment does not influence demand for goods and service.

**Q.2 Answer the following :- (Any two)** **15 M**

- a) Define business and explain its main functions CO1- U/R/A
- b) Distinguish between Traditional and modern concept of business CO1- U/R/A
- c) Explain Growth Strategy. CO1- U/R/A

**Q.3 Answer the following:- (Any Two)** **15M**

- a) What is business environment? Explain its steps. CO1,2,3-U/R/A
- b) Explain importance of business environment. CO1,2,3-U/R/A
- c) Explain components of external environment. CO1,2,3-U/R/A

**Q.4 Answer the following:- (Any Two)** **15M**

- a) Distinguish Between project report and feasibility report. CO1,2,3,4-  
U/R/AP/CR
- b) Discuss the factors determining Location of Business unit Promotion. CO1,2,3,4-  
U/R/AP/CR
- c) Describe the procedure of licensing and registration of a business unit. CO1,2,3,4-  
U/R/AP/CR

**Q.5 Answer the following :(Any Two)** **15M**

- a) Distinguish between manager and entrepreneur. CO1,2-R/U
- b) Explain the impact of educational environment of business. CO1,2,3-U/AP
- c) Explain entrepreneurship training and development centres in India. CO1,2,3-U/AP

**Q.6) Write Short Note on (Any Four)** **20M**

- a) National Objectives CO1,2,3-U/AN
- b) Turnaround Strategy CO1,2,3,4-U/AP
- c) Globalisation CO1,2,3,4-  
U/AP/CR
- d) Intrapreneur CO1,2,3,4-  
U/AP/CR
- e) Educational environment CO1,2,3,4-  
U/AP/CR
- d) SAARC CO1,2,3,4-  
U/AP/CR

\*\*\*\*\*