

Q.P. Code : 760001

(3 Hours)

[Total Marks : 100



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

1. (a) Fill in the blanks with the appropriate option given in the bracket (Any Ten): 10
1. _____ concept of business is concerned with customer satisfaction.
 (a) Modern (b) Traditional (c) Product
 2. _____ refers to reduction of Government control over business sector.
 (a) Liberalization (b) Privatization (c) Globalization
 3. _____ is the most important economic objective of business unit.
 (a) Service (b) Profit (c) Charging the right price
 4. _____ environment includes policies of the Government.
 (a) sociographic (b) demographic (c) economic
 5. Environmental factors are _____.
 (a) stable (b) dynamic (c) isolated
 6. Decision on location is an important element of _____.
 (a) setting up a business unit (b) market research
 (c) manufacturing process
 7. Analysis of competitors strategies is an element of _____ environment analysis.
 (a) internal (b) external (c) international
 8. _____ act as a reference guide during the execution of the project.
 (a) feasibility report (b) legal report (c) project report
 9. _____ implements the plans and ideas of an entrepreneur.
 (a) manager (b) internal entrepreneur (c) promoter
 10. _____ agreement is concerned with liberalisation of International investment.
 (a) TRIMs (b) TRIPs (c) Agreement of Agriculture
 11. _____ is an entrepreneur within an existing organisation.
 (a) intrapreneur (b) manager (c) leader
 12. _____ scheme is specially meant for women entrepreneurs.
 (a) DBK (b) MDA (c) TREAD

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- (b) State whether the following statements are **True or False (Any Ten)** : 10
1. Business broadly involves industry and commerce.
 2. Business is a social activity.
 3. Creating wealth is an economic objective of business.
 4. Turnaround strategy is applied to loss making unit.
 5. Environmental factors do not affect business activities.
 6. Cultural environment does not influence demand for goods and services.
 7. India is a member of ASEAN.
 8. Project report is a base for feasibility study.
 9. TAN is mandatory for Opening Bank account, filling of income tax, returns and various other financial transactions.
 10. Entrepreneurship is a social activity.
 11. Mahila Vikas Nidhi provides women with development.
 12. National Small Industries Corporation (NSIC) has been working to promote the growth of small scale industries and industry related small scale services in the country.

2. (a) What do you mean by business? Explain its functions. 8
(b) Explain briefly economic objectives of business. 7

OR

2. (a) Discuss the impact of globalization on business and the economy. 8
(b) What is Turnaround? Explain the steps in turnaround strategy. 7

3. (a) Explain the components of external environment. 8
(b) State the importance of analyzing business environment. 7

OR

3. (a) What is WTO? Explain its implications on developing nations. 8
(b) Describe the relationship between business and various types of environment. 7

4. (a) Explain the steps involved in business planning process. 8
(b) What is project report? Explain its importance. 7

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OR

4. (a) Discuss the concept and importance of project planning. 8
(b) What are the factors influencing location of business unit? 7
5. (a) Discuss the importance of entrepreneurship in economic and social development. 8
(b) Discuss the competencies or qualities of an effective entrepreneur. 7

OR

5. (a) Distinguish between manager and entrepreneur. 8
(b) What are the problems faced by women entrepreneur in India? 7
6. (a) Explain the importance of business. 8
(b) Explain entrepreneurship training and development centers in India. 7

OR

6. Write short notes on (Any Four) : 20
(a) Modern concept of business
(b) Feasibility report
(c) Educational environment
(d) NAFTA
(e) Social objectives of business
(f) Restructuring strategies

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