

F.Y.B.Com/SEM-I/COM-I

Time: 3 hours

Marks:100

Note:

1. All questions are compulsory with internal options.
2. Figures to the right indicate full marks.
3. Draw neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with appropriate word from the given options: (Any 10) (10)

- (1) Relaxing the restrictions and controls imposed on business and industry means _____. (liberalization, privatization, globalization)
- (2) WTO replaced _____. (GATS, GATT, GAST)
- (3) _____ bridges the gap between inventors and managers. (Entrepreneur, Industrialist, Intrapreneur)
- (4) _____ merger refers to combination of firms engaged in unrelated type of business activities. (Horizontal, Conglomerate, Vertical)
- (5) _____ is a trading bloc consisting of European countries. (SAARC, EU, NAFTA)
- (6) The essence of business is _____. (buying and selling, profit maximisation, wealth creation)
- (7) The _____ agreement of WTO pertain to patents and copyrights. (TRIPs, TRIMs, GATS)
- (8) Entrepreneurs need to take _____ decisions. (reactive, proactive, hasty)
- (9) _____ nature of business environment suggests that environment keeps on changing. (Dynamic, Pervasive, Multidimensional)
- (10) Customers form a part of _____ environment. (micro, macro, external)
- (11) Proximity to market of a plant is required in case of _____ products. (perishable, durable, luxury)
- (12) _____ refers to retrenchment of surplus manpower of business. (Divestiture, Diversification, Downsizing)

(B) State whether the following statements are True or False (Any 10) (10)

- (1) Business is an unorganised activity.
- (2) Trading blocs establish collective force against non-members
- (3) Liberalisation means end of license & reduction of government control
- (4) Objectives can never be expressed in quantitative terms.
- (5) Project report acts as a reference guide during the execution of project.
- (6) Cultural environment does not influence demand for goods and services.
- (7) India is a member of ASEAN.

---P.T.O---

- (8) Primary industries are engaged in the production of primary goods, such as rice, cotton, fish etc.
- (9) There is no need for business to invest in research and development.
- (10) Entrepreneurship is undertaken to assume risks and rewards.
- (11) Business firms have social responsibility only towards employees.
- (12) Promoter refers to an inside entrepreneur.

Q.2 Answer the following (Any Two) (15)

- (a) Explain the significance of business to business firms and consumers.
- (b) Define business. Explain the features of business.
- (c) Discuss the various strategy alternatives in the changing scenario.

Q.3 Answer the following (Any Two) (15)

- (a) Define business environment. Explain its importance.
- (b) Elaborate on functions of WTO.
- (c) Explain the various external components of business.

Q.4 Answer the following (Any Two) (15)

- (a) What is the project planning? Explain its importance.
- (b) Explain the registration procedure of business unit.
- (c) Determine the various factors affecting location of business unit.

Q.5 Answer the following (Any Two) (15)

- (a) Explain the different type of entrepreneurs.
- (b) Discuss the various problems faced by women entrepreneurs in India.
- (c) Elaborate on competencies of an entrepreneur.

Q.6 Write short notes on: (Any Four) (20)

- (a) Major Trading Blocs
- (b) Features of entrepreneurship
- (c) Business Planning Process
- (d) Project report
- (e) Functions of business
- (f) Entrepreneur v/s Manager

---X---