

Q : 1 A) Fill in the blanks (Any 10)

(10)

1. Extractive
2. Modern
3. Organic
4. Micro
5. Inseparable
6. EU
7. After
8. Project report
9. Perishable
10. Intrapreneur
11. Proactive
12. Creativity

Q : 1 B) True or false (Any 10)

(10)

1. True
2. False
3. False
4. True
5. False
6. True
7. True
8. False
9. True
10. False
11. False
12. False

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

1. Any 1 definition of business  
Function – production, marketing, sales, inventory management, finance, human resource management, R & D, CSR
2. Human objectives : fair wages, working condition, welfare facilities, job satisfaction etc,  
National objectives: industrial growth, self –sufficiency, social justice, employment generation etc.
3. Meaning of turn around strategy  
Steps – setting up of committee, identifying the causes of losses, investigation, alternative solution, analysis & selection of alternatives, implementation ,review

Q:3 Answer the following. (Any 2) (15)

1. Meaning of business environment  
Importance : helps in SWOT analysis, planning , controlling, motivating, innovation, understanding of future problems and prospects, efficiency
2. Components of internal business environment :  
Goals, value based management, corporate image, physical resources, human resources, financial resources, labour relations
3. Impact of trading blocs:  
Positive : competition, economic growth, employment .efficiency, investment etc  
Negative : common external barriers , multilateralism, trade diversion, collective bargaining by member nations

Q:4 Answer the following. (Any 2) (15)

1. Distinguish project report v/s feasibility report.  
Meaning, preparation, purpose, base, usefulness, submission, details, govt. clearance.

2. Factors determining location : infrastructure facilities, nearness to market, availability of labour & raw material, skilled work force, industrial relations, safety requirements, financial facilities.
3. Filing of returns:  
Annual return, annual accounts, special resolution, memorandum & articles of association, allotment, statutory report, corporate tax return

Q:5 Answer the following. (Any 2) (15)

1. Definition of entrepreneurship  
Features: process, innovation, creativity, organizing abilities, purposeful activity, risk & rewards, professionalism, pro activeness
2. Competencies of an entrepreneur  
Knowledgeable, decisiveness, risk bearing, creativity, leadership, technical knowledge, organizer, patience, communication skills
3. Problems : family responsibility, domestic conflict, lack of finance, problem in marketing , limited opportunities, low risk bearing ability, male dominated business community.

Q:6 Short notes. (Any 4) (20)

1. Globalization: meaning & impact in brief.
2. Merger : meaning , reasons or advantages or types
3. Educational environment : meaning, impact on business
4. WTO : meaning ,functions
5. Role of Govt. : financial & non-financial incentives & assistance
6. Intrapreneur : meaning , features.