



Q.P. Code :00352

[Time: Three Hours]

[Marks:100]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

Q.1. A. Fill in the Blanks (Any TEN)

(10)

1. The term business literally means _____
a) A state of being busy b) engaged in marketing operations c) engaged in production activities
2. Objectives of business should be _____
a) rigid b) flexible c) confusing
3. _____ designs services for SSI's
a) TCO b) NSIC c) NIESBUD
4. Companies intimate DIN to _____
a) ROC b) CCI c) Government
5. Project report is used as _____ by an entrepreneur.
a) Bank document b) communication tool c) project planning tool.
6. Society is one factor affecting _____ environment.
a) macro b) micro c) economic
7. Global business leads to _____
a) Independent countries b) Inter-dependence of countries c) free countries
8. Business is a _____ activity
a) Organized b) social c) profit-Making.
9. Women entrepreneurs are _____ of the family.
a) Dependents b) outsiders c) anchor.
10. An entrepreneur _____ business idea.
a) Rejects b) debates c) conceives.
11. Feasibility studies _____ business potentiality.
a) Calculates b) estimates c) forecasts.
12. _____ is a trading block consisting of south Asian countries.
a) EU b) SAARC c) ASEAN

Q.1. B) State True or False (Any TEN)

(10)

1. The modern concept of business is concerned only with profits.
2. Survival in business is one economic objective of business.
3. NIP was introduced in July 1991.
4. Banking solves the problem of risks in business.
5. Objectives form the base of business planning.
6. Diversification strategy helps to minimize business risks.
7. Vision, mission and objectives are internal environmental factors.
8. Trading blocks establish collective force against non-members.
9. Market feasibility study covers the market potentials of the product.

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10. PAN is mandatory for opening of Bank account, filing of Income Tax Returns.
11. Promoter refers to an inside entrepreneur.
12. NUESBUD is an apex national level institute for providing entrepreneurial development.

- Q.2. a) What is business? Explain its features. (08)
- b) Explain in brief "Internal growth strategies". (07)
- OR
- Q.2. a) Define business objectives. Discuss the steps involved in setting up business objectives. (08)
- b) Distinguish between traditional and modern concept of business. (07)
- Q.3. a) What is business environment? Explain in brief the macro business environment. (08)
- b) Explain the function and objectives of WTO. (07)
- OR
- Q.3. a) Give the salient features of business environment. (08)
- b) What is a trading block? Explain its impact. (07)
- Q.4. a) Define project planning. Explain its importance. (08)
- b) Distinguish between project report and feasibility report. (07)
- OR
- Q.4. a) Explain the stages involved in business unit promotion. (08)
- b) What is the role of the government in promotion of business units? (07)
- Q.5. a) Describe the factors contributing to the growth of Entrepreneurship in India. (08)
- b) Describe briefly the important schemes for women entrepreneurs to encourage and support them. (07)
- OR
- Q.5. a) Define Entrepreneur. Explain briefly the different types of entrepreneurs. (08)
- b) Distinguish between entrepreneur and Intrapreneur. (07)
- Q.6. (A) Explain the impact of educational environment on business. (10)
- (B) Explain the various licenses and registrations required by business. (10)
- OR
- Q.6. Write short notes on (Any FOUR): (20)
- a) Educational environment.
 - b) Filing returns and other documents.
 - c) Entrepreneurship training centers.
 - d) Turnaround strategy.
 - e) National objectives.
 - f) Feasibility study.