

1. All questions are compulsory.
2. All questions carry equal marks.
3. Draw neat, labelled diagrams wherever necessary.

**Q. 1(a) Fill in the blanks with suitable options given below (Any Ten):**

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1. \_\_\_\_\_ fills the knowledge gap.  
(a) Market research (b) Salesmanship (d) Advertising
2. Business firms try to fulfill their social responsibility towards various \_\_\_\_\_.  
(a) Shareholders (b) Customers (c) Stakeholders
3. \_\_\_\_\_ refers to reduction of Government control over business sector.  
(a) Privatization (b) Decentralization (c) Liberalization
4. \_\_\_\_\_ Environment is concerned with different aspects of population.  
(a) Demographic (b) Social (c) Political
5. WTO replaced GATT in the year \_\_\_\_\_.  
(a) 1995 (b) 1947 (c) 2000
6. Analysis of the \_\_\_\_\_ environment helps a business firm to identify strengths and weaknesses.  
(a) Internal (b) External (c) National
7. The key strength of \_\_\_\_\_ type of entrepreneurs is imagination.  
(a) Adventurer (b) Systemizer (c) Visionary
8. An entrepreneur exploits a change into an \_\_\_\_\_.  
(a) Strength (b) Opportunity (c) Threat
9. Problem of finance is one of the \_\_\_\_\_ related problems of women entrepreneurs.  
(a) Gender (b) Business (c) Social
10. \_\_\_\_\_ Report acts as a reference guide during the execution of a project.  
(a) Committee (b) Project (c) Legal
11. Decision on location of a business unit is an important element of \_\_\_\_\_.  
(a) Market research (b) Product research (c) Setting up of a business unit
12. \_\_\_\_\_ Number is required for directors of a company.  
(a) TIN (b) TAN (d) DIN

**(b) State whether the following statements are true or false (Any Ten):**

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1. Business broadly involves industry and commerce.
2. The modern concept of business is concerned only with profits.
3. Commerce is concerned with trade and aids-to-trade.

4. At present there are 17 members of European Union.
5. Environment is an integral part of business.
6. Analysis of external environment indicates strength and weaknesses of the firm.
7. The business describes the future direction of the business.
8. There is no need to conduct period review of performance.
9. Law and order situation is an important factor to be described in plant location.
10. Entrepreneurs place more emphasis on formalities rather than results.
11. Most successful entrepreneurs are the innovators.
12. Non-monetary factors include higher salaries, bonus, etc.

**Q.2 Answer the following: (Any Two)**

15

- (a) Explain the meaning and importance of business.
- (b) Explain economic and social objectives of business.
- (c) What is turnaround? Explain the steps in turnaround strategy.

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

15

- (a) Explain the concept of Business Environment.
- (b) Explain the Components of Macro Environment.
- (c) Explain the Impact of Trading Blocs.

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

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- (a) Explain the Importance of Project Report.
- (b) Discuss the licensing and registration of a business unit.
- (c) What are the factors influencing location of a business unit.

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

15

- (a) Define the Entrepreneurship and Features of entrepreneurship.
- (b) Discuss the competencies and qualities of an effective entrepreneur.
- (c) Discuss the promotional incentives offered to women entrepreneurs.

**Q.6 Write Short Notes on (Any Four)**

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- (a) Globalization
- (b) Human Objectives
- (c) SAARC
- (d) Feasibility Study
- (e) ASSEAN
- (f) Intrapreneur