

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

Q1A) Choose the correct answers from the options given below. (Any 10) 10

1. _____ Mix includes promotion, advertising, sales promotion, salesmanship.
(a) Product (b) Pricing (d) Promotion.
2. _____ solves the problem time difficulty.
(a) Warehousing (b) Transport (c) Insurance.
3. The _____ objectives are also called as three-fold-objectives.
(a) Human (b) Organic (c) Economic
4. In Maharashtra _____ education covers 9th and 10th standards.
(a) Primary (b) Secondary (c) Higher secondary
5. _____ Agreement of WTO gives protection to patents, copyrights, trademarks, etc.
(a) TRIPs (b) TRIMs (c) AoA
6. _____ environment relates to natural resources like land, water, minerals, etc.
(a) Ecological (b) External (c) National
7. _____ study and evaluate the project report before sanctioning loans to a business unit.
(a) Banks (b) Suppliers (c) Creditors
8. _____ feasibility is concerned with current work practices and procedures.
(a) Technical (b) Operational (c) Economic
9. _____ is the first element of a project report.
(a) Index (b) Location (c) Cover page
10. Entrepreneurship activity is undertaken to assuming the risks and _____.
(a) Rewards (b) objectives (c) Relationships
11. The primary role of NISIET is to promote _____ enterprises in India.
(a) Small (b) Large (c) Medium
12. The _____ has introduced a scheme known as 'Priyadarshini Yojana's help women entrepreneur.
(a) IDBI (b) Bank of India (c) SBI

Q1 B) State whether the following statements are true or false: (Any 10) 10

1. Purchase and store keeping is an important element of inventory management.
2. The modern concept of business is concerned only with profits.
3. Business broadly involves industry and commerce.
4. ASEAN consists of nations belonging to South Asia.
5. Political stability brings consistency and firmness in government policies.
6. GATT replaced WTO in 1995.
7. The business describes the future direction of the business.
8. The business planning process starts with formulating alternatives strategies.
9. Law and order situation is an important factor to be considered in plant location.
10. Social entrepreneurs are profit oriented.
11. The primary motives of a manager are independence and innovation.
12. Entrepreneurs create economic and social wealth.

Q2) Answer the following (Any 2) 15

- a. Explain various functions of business.
- b. What are the steps in setting business objectives?
- c. Explain the steps in turnaround strategy.

Q3) Answer the following (Any 2) 15

- a. Define Business environment. Explain its importance.

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- b. Explain External environment of business .
- c. Discuss the functions of WTO.

Q4) Answer the following (Any 2) 15

- a. Explain importance of project planning
- b. Explain in brief the various acts influencing business.
- c. Explain the concept and stages of business unit promotion.

Q5) Answer the following (Any 2) 15

- a. What are the various factors responsible for the growth of entrepreneurship in India?
- b. What are the various types of entrepreneurs?
- c. Discuss the promotional incentives offered to women entrepreneurs.

Q6) Write Short Note On (Any 4) 20

- a. Globalisation
- b. National Objective
- c. European Union
- d. NAFTA
- e. Feasibility study
- f. Project report