Eyphony

Extra

Class: F.Y.B.COM. (SEM-I) SUBJECT: commerce -1

18/02/2017

Marks: 75

Time: $2\frac{1}{2}$ Hrs.

N.B.: 1. All questions are compulsory.

2. All questions carry equal marks.

3. Figures to the right indicate maximum marks allotted to the sub-questions.

Q.1. Answer the following (any two)   (15)

1. What is business? Explain in brief the organic and economic objectives of business.

2. Discuss the significance of business to consumers and society.

3. Discuss the internal growth strategies of a business unit.

Q.2. Answer the following (any two)   (15)

1. What is business environment ? Explain its features.

2. What is WTO? Explain its impact on Indian business.

3. Discuss the current trends in the world business.

Q.3. Answer the following (any two)   (15)

1. What is project planning? Discuss the importance of project report.

2. Explain the types of feasibility study.

3. Discuss the licensing and registration procedure of a business unit.

Q.4 Answer the following (any two).   (15)

1. Explain the nature and characteristics of entrepreneurship.

2. Explain the importance of entrepreneurship.

3. What are the incentives provided to women entrepreneurs in India.

Q.5. A) Fill in the blanks with appropriate option. (05)

1. .... Concept of business is concerned with customer satisfaction. (Modern, traditional, product).

2. .... Is a trading bloc consisting of south Asian countries (SAARC, ASEAN, APEC).

3. An entrepreneur exploits changes into an............(opportunity, threat, strength).

4. .... Environment brings consistency an and firmness in government policies.(Political, legal, international).

5. .... Decision on location is an important element of........(setting up a business unit, market research, manufacturing process).

Q.5 B) State whether the following statements are true or false. (05)

1. External trade refers to trade which is external to the firm.

2. NAFTA stands for North American free Trade agreement.

3. Non – monetary factors include higher salaries and bonus.

4. The project report is of importance only to the entrepreneur.

5. Most successful entrepreneurs are innovators.

Q.5. C) Match the columns. (05)

A.	B.
1. Social objective.	A) development of backward areas
2. Trading block.	B) project viability
3. Seed capital.	C) promoters equity capital
4. Feasibility study	D) group of countries
5. Regional development.	E) community development