Program:	F.Y.B.Com	**Semester:**	I	**Program Code:**	UGCOM01
Course:	Commerce- I			**Course Code:**	NUCM101
Duration:	2 Hours	**Examination Pattern:**	NEP-Autonomous- External	**Max. Marks:**	60

Instructions:

1. Any 4 from Q1 to Q6.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**CASE STUDY**	[15]	CO's	KL's
		GreenLife Foods is a newly established company that produces healthy and organic food products. The management wanted to expand its business and increase its customer base. Before deciding its objectives, the management studied the market, customer preferences, competitors, and available resources. After analysing the situation, the company identified its strengths and weaknesses. The management then decided to increase sales by 20% within the next financial year and launch two new organic products. The objectives were clearly communicated to all employees and different departments were given specific responsibilities. The company regularly reviewed its progress and made necessary changes whenever required. Thus, GreenLife Foods followed a systematic process for setting and achieving its business objectives.			
	(a)	What is the first step followed by GreenLife Foods before setting its business objectives?	[3]	CO1	L2
	(b)	Which step is involved when the company identifies its strengths and weaknesses?	[3]	CO1	L3
	(c)	Explain the step of setting clear and specific objectives with reference to the case.	[3]	CO1	L3
	(d)	Why is communication of business objectives important?	[3]	CO1	L3
	(e)	Why did GreenLife Foods regularly review its progress?	[3]	CO1	L4
Q. 2		**Attempt any TWO of the following.**	[15]	CO's	KL's
	(a)	Explain the functions of Business.		CO1	L2
	(b)	Explain the Economic objective of business.		CO1	L2
	(c)	Discuss the meaning and features of business.		CO1	L1
Q. 3		**Attempt any TWO of the following.**	[15]	CO's	KL's
	(a)	Examine the features of the Business Environment.		CO2	L1
	(b)	Discuss the constituents of the internal Business Environment.		CO2	L3
	(c)	Elaborate on the importance of the Business Environment.		CO2	L3

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Q. 4		**Attempt any TWO of the following.**	[15]	CO's	KL's
	(a)	Discuss the significance of Project Planning.		CO3	L2
	(b)	Identify the factors determining business location.		CO3	L1
	(c)	State the steps involved in the Business Planning Process.		CO3	L4
Q. 5		**Attempt any TWO of the following.**	[15]	CO's	KL's
	(a)	Elaborate the nature of Business Strategy.		CO4	L2
	(b)	Describe the Impact of Liberalization on business and on the economy.		CO4	L2
	(c)	Discuss in brief the Retrenchment Strategy.		CO4	L3
Q. 6		**Write a short note (Any 3 Out of 5)**	[15]	CO's	KL's
	(a)	Scope of Business.		CO1	L1
	(b)	Impact of Educational Environment.		CO2	L3
	(c)	Types of feasibility study.		CO3	L3
	(d)	Role of the Government in the Promotion of Business Units.		CO3	L4
	(e)	Steps of Turnaround strategy.		CO4	L3

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