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F.Y.B.Com/Regular/Sem-I/Com-I

Time-3.00 hours

Marks: 100

- Note: 1. All questions are compulsory with internal choice.
2. Figures to the right indicate full marks.

Q1. (A) Fill in the blanks with appropriate option given in the bracket: (Any 10) (10)

1. _____ concept of business is concerned with customer satisfaction.
a. Modern, b. Traditional, c. Profit making d. Semi Traditional.
2. Survival and growth are the _____ objective of business.
a. Social, b. organic, c. economic d. Human
3. Mining and Oil exploration are the examples of _____ industries.
a. Primary, b. construction, c. extractive d. secondary
4. _____ is one of the components of internal environment.
a. Human resources, b. Customers, c. Government d. Society
5. To earn profit is one _____ objective of business.
a. Economic, b. Social, c. National, d. Global
6. _____ function is considered as life blood of business.
a. Marketing b. Production, c. Manufacturing, d. Finance
7. India is one of the _____ members of WTO
a. last, b. new, c. founder, d. latest
8. _____ is a blue print of proposed enterprise.
a. Project report, b. Project feasibility, c. Project planning, d. Project location
9. _____ is an example of internal growth strategy.
a. Amalgamation, b. Joint venture, c. Product development, d. Merger
10. Growth is the _____ objectives of business.
a. social, b. human, c. economic, d. organic
11. _____ is not aids to trade.
a. Transportation, b. Warehousing, c. Insurance, d. Wholesaling
12. To control pollution is one _____ of business.
a. social objective, b. economic objective, c. organic objective, d. cultural objective



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Q1. (B) State whether the following statements are True or False: (10)

1. Industry is an integral part of business.
2. Business firms have socially responsibility only towards employees.
3. Business environment is simple in nature.
4. Entrepreneurship is undertaken to assume risks and rewards.
5. Project report is prepared on the basis of feasibility study.
6. Business broadly involves industry and commerce.
7. Globalization involves interlinking of domestic economy with the world economy.
8. Promoter refers to an inside entrepreneur.
9. Tertiary industry provides intangible goods.
10. India is a member of SAARC.
11. TCO designs services for SSIs.
12. New industrial policy was introduced in the year 1991.

Q2. Answer any two of the Following: (15)

- (A) Define Business. Explain its features or characteristics.
- (B) Explain the importance or significance of business.
- (C) Explain impact of globalization on the business and economy.

Q3. Answer any two of the Following: (15)

- (A) Define Business Environment. Explain its importance.
- (B) What is the education environment in India.
- (C) Explain the functions of WTO

Q4. Answer any two of the Following: (15)

- (A) Elucidate the process in Business Planning
- (B) What is the concept and importance of Project Planning
- (C) Explain the factors affecting location of a business unit.

Q5. Answer any two of the Following: (15)

- (A) What is entrepreneurship? Explain its importance.
- (B) Suggest the qualities required by a successful entrepreneur?
- (C) What are the problems faced by women entrepreneurs in India?

Q6. Write notes on any 4: (15)

- (A) Turnaround Strategy
- (B) Internal Environment
- (C) Educational environment
- (D) Intrapreneur
- (E) Distinguish between Entrepreneur and Manager
- (F) Project Report

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