

**FYBCOM/SEM I/ATKT/Introduction to Business/Set I (COMMERCE)**

**Time: 1 hr.**

**Marks:30**

- Note:**
1. Draw neat diagrams wherever necessary.
  2. Figures to the right indicate full marks.
  3. Write any **TWO** questions from the following
  4. Each question carries **15 Marks**.

- Q.1** A Discuss the meaning and importance of business. [15]  
B Elucidate the functions of business.  
i Production  
ii Marketing  
iii Sales  
iv Finance  
v Human Resource Management
- Q.2** A Explain the importance of the business environment. [15]  
i Identification of Strength  
ii Identification of Weakness  
iii Identification of Opportunity  
iv Identification of Threat  
v Planning  
B Suggest the importance of project planning.
- Q.3** A Bring out the steps in the business planning process. [15]  
i Analyse internal environment  
ii Analyse external environment  
iii Setting objectives  
iv Formulating strategies  
B What is the positive impact of globalization on the economy?

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