

O.C

80 MARKS

3 HRS

- Q.1 (A) Choose the correct alternatives. 5 Marks
1. A lawyer is a _____ person.
(employee / business/professional)
 2. _____ is known as self service store.
(chain store/supermarket /departmental store)
 3. The liability of a sole trader is _____.
(limited/specific/unlimited)
 4. _____ came into existence on 12, July , 1982.
(KVIC/SIDBI/NABARD)
 5. Small Industrial Development Bank Of India (SIDBI)was esablished in _____.
(1989/1990/1991)
- Q.1(B) State whether true or false 5 Marks
1. Retailer deals in large quantities.
 2. Small business cannot survive in competition.
 3. Karta is the head of Joint Hindu Family Business.
 4. Public sector is held by government.
 5. Management is only profession.
- Q.1(C) Find the odd man out 5 Marks
1. Tea, milk, coffee, machinery.
 2. LIC, RBI, BHEL, ONGC
 3. Liberalization, socialization ,privatization, globalization.
 4. NABARD,SIDBI,KVIC,USA
 5. Political environment , social environment, internal environment, legal environment.
- Q.1(D) Arrange in proper order 5 Marks
1. Place selection, product selection, business proposal, technology selection.
 2. Retailer , wholesaler, consumer, manufacturer.
 3. Vision,mission,objectives,value system.
 4. Top level management, lower level management, middle level management.
 5. Opportunities, threats, strengths, weakness,
- Q.2 Explain the following terms (Any 4) 8 Marks
1. Economic activity
 2. Mall
 3. Small scale industries
 4. Liberalization
 5. Management
 6. Top level management

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- Q.3 Explain the following case and express your opinion. (Any 2) 6 Marks
1. Mr. Pranav is a tin manufacturer in India. Mr. Jack of England sells goods to M/s. Frank Corporation in North America and Mr. Williams of USA buys various goods from Brazil.
 - i) Who is importer ?
 - ii) Who is manufacturer ?
 - iii) Who is exporter ?
 2. Sonupant purchases his grocery material every month from nearest Nandulal grocery shop and he purchases wheat, rice and pulses in bulk for whole year from Gorhe and son's Market yard ?
 - i) Who is wholesaler ?
 - ii) Who is retailer ?
 - iii) Any one difference between wholesaler and retailer ?
 3. Just after declaration of Lok Sabha 2014 result, the Bombay Stock Exchange Sensex rose by 1000 points in a day.
 - i) Identify the difference dimensions of business environment.
 - ii) Explain any two dimensions of the environment.
- Q.4 Distinguish between (Any 3) 12 Marks
1. Commerce and Industry.
 2. Wholesale trade and Retail trade.
 3. Sole trading concern and Partnership firm.
 4. Low level management and Middle level management.
- Q.5 Answer in brief. (Any 2) 8 Marks
1. Explain Multinational Company ?
 2. Explain NABARD ?
 3. Explain Privatization ?
- Q.6 Justify the following statements. (Any 2) 8 Marks
1. Warehousing creates time utility.
 2. Wholesaler keeps large stock of goods.
 3. There are minimum 10 members in Co-operative societies.
 4. Public sector aims at providing service to the society in large.
- Q.7 Attempt the following (Any 2) 10 Marks
1. Explain Supermarkets ?
 2. Explain Statutory Corporation ?
 3. Explain SIDBI ?
- Q.8 Answer the following. (Any 1) 8 Marks
1. Explain the problems faced by Small Scale Industries ?
OR
 2. Explain the features of Joint Stock Company ?