

F. Y. B. Com.

Sem - I

(TIME-3 HOURS)

SUBJECT- COMMERCE-I

(Marks-100)

NOTE-ALL QUESTIONS ARE COMPULSORY.

Q.1 A) Fill in the blanks (Any Ten)

(10)

- 1) _____ Concept of business is concerned with customer satisfaction
a) Traditional b) Modern c) Product
- 2) Business is a _____ activity.
a) organised b) Profit making c) Social
- 3) Creation of wealth is one _____ objective of business.
a) political b) social c) economic
- 4) _____ refers to the reduction of government control over business sector.
a) Liberalisation b) privatisation c) Globalisation
- 5) _____ is the most important economic objective of business unit
a) Service b) profit c) charging the right price
- 6) Suppliers form a part of _____ environment.
a) Internal b) micro c) macro
- 7) _____ is a trading block consisting of European Countries.
a) ED b) EC c) EU
- 8) Project report is used as _____ by an entrepreneur.
a) project planning tool b) bank document c) communication proof.
- 9) Feasibility studies _____ business potentially.
a) calculation b) estimate c) forecasts
- 10) An entrepreneur _____ business idea.
a) conceives b) reject c) debates
- 11) women entrepreneur are _____ of the family.
a) dependents b) outside c) anchors
- 12) Entrepreneurs need to take _____ decisions.
a) proactive b) reactive c) hasty

Q.1.B) State whether are true or false (Any Ten)

(10)

- 1) Business is a organised activity .
- 2) Survival is an economic objective of business.
- 3) Business means only profit.
- 4) Turnaround strategy is applied to profit making unit.
- 5) Environmental factors to affect business activities.
- 6) India is a member of WTO.
- 7) Feasibility study is a base for project support.
- 8) Cultural environment to influence demand for goods & services.
- 9) Government does not provide any financial incentives & assistance to entrepreneurs.
- 10) Only economic factors contribute to the growth of entrepreneurs.
- 11) An intrapreneur is an entrepreneur within an already existing organisation.
- 12) Entrepreneurs create economic and social wealth.

2. Answer the following (any two) 15

- (1) Define business and explain its main functions.
- (2) Explain briefly the human and national objectives of business.
- (3) What is turnaround strategy? Explain the steps in turnaround strategy.

3. Answer the following (any two) 15

- (1) What is business environment ? Explain its importance.
- (2) Explain the components of internal business environment.
- (3) Explain the impact of trading blocs on Indian business.

4. Answer the following (any two) 15

- (1) Distinguish between project report and feasibility report.
- (2) State the factors determining location of a business unit.
- (3) Discuss the filing of returns and other documents of a business unit.

Q.5) Answer the following (Any two) (15)

- 1) Define Entrepreneurship ? explain the characteristics of entrepreneurship.
- 2) State the competencies(Qualities) necessary for successful entrepreneurship.
- 3) what are the problems faced by women entrepreneurs.

Q.6) Write Short Notes. (any four) (20)

- 1) Feasibility Report
- 2) National objective
- 3) Globalisation
- 4) Intrapreneur
- 5) European Union
- 6) Modern concept of Business.