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BBABMC 156/BBMBMC 156

**Credit Based II Semester B.B.A./B.B.M. Examination, September 2022
(2012 Scheme)**

BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP

Time : 3 Hours

Max. Marks : 80

SECTION – A (one mark each)

1. Answer **any ten** questions from the following.

(10×1=10)

- a) What is meant by Business Environment ?
- b) What is meant by Business Ethics ?
- c) Who is an Entrepreneur ?
- d) Which is Social Responsibility ?
- e) What are the two features of private sector ?
- f) Write any two merits of MNCs.
- g) What is consumerism ?
- h) Expand MSME.
- i) What is Caveat Emptor ?
- j) What is demography ?
- k) What is Unfair Trade Practice ?
- l) What is innovation ?

SECTION – B (5 marks each)

Answer **any five** questions from the following.

(5×5=25)

2. What are the principles of Business Ethics ?
3. What are the role of Entrepreneur in Economic Development ?
4. What are the risks faced by an Entrepreneur ?
5. Explain the features of MSME.
6. Explain the importances of consumerism.
7. What are the obstacles of globalisation ?
8. What are the demerits of co-operative sector ?

P.T.O.



SECTION – C (15 marks each)

Answer the following questions.

(3×15=45)

9. Explain the social responsibility of business to different sections.

OR

Explain the objectives, merits and demerits of public sector.

10. Explain the internal and external factors influencing business.

OR

Explain the provisions of Consumer Protection Act.

11. Explain the different types of entrepreneurs.

OR

a) What are the merits of globalisation ?

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b) Mr. Raghu purchased a refrigerator worth Rs. 1,00,000/- from G.L.S. Company Ltd. Later he came to know that there is a mechanical default in the refrigerator. He approached the seller but the seller refused to take back the product. What are the remedies open to Mr. Raghu as aggrieved consumer ?

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