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**BBABMC 156/BBMBMC 156**

**Credit Based II Semester B.B.A. /B.B.M. Degree Examination, April/May 2018  
(2012 Scheme)  
BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP**

Time : 3 Hours

Max. Marks : 80

**Instructions :** Section – A Answer in **one or two** sentences each. Section – B Answer not more than **2 pages each**. Section – C Answer not more than **5 pages each**.

**SECTION – A (One mark each)**

1. Answer **any ten** of the following in **one or two** sentences each. **(1×10=10)**
- What is business environment ?
  - What is meant by demography ?
  - What is social value ?
  - Who is an entrepreneur ?
  - What do you mean by Innovation ?
  - What is co-operative sector ?
  - What are multinational corporations ?
  - What is consumerism ?
  - What is liberalisation ?
  - Mention two advantages of globalisation.
  - What is a medium enterprise ?
  - Expand WTO.

**SECTION – B (Five marks each)**

Answer **any five** of the following.

**(5×5=25)**

2. Explain micro environmental factors influencing business.

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3. Explain social responsibility of business towards employees.
4. Explain the principles of business ethics.
5. What are the risks faced by an entrepreneur ?
6. What are the merits and demerits of private sector ?
7. Explain the features of MSMES.
8. What are the objectives of WTO ?

SECTION – C (15 marks each)

Answer the following.

(15×3 =45)

9. Explain managerial and professional ethics.

OR

What are the qualities and role of an entrepreneur ?

10. Explain the features, merits and demerits of public sector.

OR

What is business environment ? Explain external factors influencing business.

11. a) What are the merits and demerits of MNCs ?

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- b) There is a proposal to open a wine shop very near to the college campus. After following the official formalities the businessman obtains the license from the concerned authority.

The management of the college decided to file a suit against the businessman and the license giving authority under the following grounds.

- I) Non fulfilment of statutory requirement
- II) Negative aspect on college students
- III) Being an integral part of the society business should consider its role and social responsibility towards the society.

Write on the views of the management.

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