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BBABMC 156/BBMBMC 156

II Semester B.B.A./B.B.M. Degree Examination, April/May 2019

(Credit Based Semester Scheme)

(2012 Scheme)

BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP

Time : 3 Hours]

[Max. Marks : 80

SECTION - A

1. Answer **any ten** of the following in **1** or **2** sentences each, **1** mark each :
(10 × 1 = 10)

- Define Consumerism.
- Who is an entrepreneur?
- What do you mean by liberalization?
- What is a medium enterprise?
- What is unfair trade practice?
- Give the meaning of the term business ethics.
- What do you mean by public sector?
- What do you mean by macro environment?
- Define social responsibility of business.
- What is meant by consumer redressal machinery?
- What do you mean by buyer beware?
- What is 'entrepreneurship'?

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SECTION - B

Answer **any five** of the following, **5** marks each : **(5 × 5 = 25)**

- What are the risks faced by an entrepreneur?
- Explain the features of MSME'S.
- What are the merits of Cooperative Sector?
- Write a note on LPG.



6. Explain micro environmental factors influencing business.
7. Describe the qualities of a successful entrepreneur.
8. Explain the objectives of WTO.

SECTION - C

Answer **all** the questions, **15** marks each :

(3 × 15 = 45)

9. (a) What is business environment? Explain external factors influencing business. **(15)**

Or

- (b) Explain the features, merits and demerits of private sector.

10. (a) What are the merits and demerits of MNCs? **(15)**

Or

- (b) Describe the types of entrepreneurs.

11. (a) What are the objectives of consumerism? **(7)**

- (b) Mr. Sharath placed an order for a computer through online on 1st March 2018. On 7th March 2018, the company delivered a broken computer. Mr. Sharath immediately emailed them explaining they need a working computer before 12th March, 2018. When they didn't get a response, they phoned. The company only wanted to submit complaint tickets, but this was a time consuming matter, and even after the customer explained, the company wouldn't put them through to a manager or provide them with an email address or phone number where they could get help.

Mr. Sharath proceeded with contacting the company on live chat, followed up with numerous phone calls, and contacted the company on facebook, but still received no help. The customer was eventually promised that they would be contacted by the company, but that did not happen.

The customer wants to receive a refund. If they submit customer complaints, they may eventually get their money back, but the process will take months.

Is there anything Mr. Sharath can do because the company failed to deliver a new computer in time? **(8)**