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**BBMBMC 156**

**Credit Based Second Semester B.B.M. Degree  
Examination, May/June 2016  
(2012 Scheme)**

**BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Section – **A** : Answer in **one** or **two** sentences **each**.  
2) Section – **B** : Answer in **not** more than **2** pages **each**.  
3) Section – **C** : Answer in **not** more than **6** pages **each**.

**SECTION – A**

1. Answer **any ten** of the following (1 mark **each**). (1×10 = 10)
- What is micro environment ?
  - What is business ethics ?
  - What is entrepreneurship ?
  - Who is an Agricultural entrepreneur ?
  - What do you mean by public sector ?
  - Define micro enterprises.
  - What is privatisation ?
  - What is unfair trade practice ?
  - What is brand competition ?
  - What is consumerism ?
  - Expand MNCs ?
  - What is economic environment ?

**SECTION – B**

- Answer **any five** of the following (5 marks **each**). (5×5 = 25)
- Explain micro factors influencing business.
  - Explain professional ethics.

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4. Explain role of an entrepreneur in economic development.
5. Explain merits and demerits of co-operative sector.
6. Explain the features of MNCs.
7. Write a short note on LPG.
8. Explain the rights of consumers.

SECTION – C

Answer **all** questions (15 marks **each**).

(15×3 = 45)

9. Explain social responsibilities of business towards share holders, workers and public.

OR

Explain the risk faced by an entrepreneur.

10. Explain the feature, merits and demerits of private sector.

OR

Explain the feature and problems of MSMEs.

11. a) Explain the qualities of an successful entrepreneur.

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**Case :**

- b) Mrs. Preethi purchased a silk saree worth Rs. 3,500. Later she came to know that there is a damage in the silk saree. She approached the seller but he refused to take back the same.

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What is the remedy open to the aggrieved consumer ?

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