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BBMBMC 156

**Credit Based Second Semester B.B.M. Degree Examination,
April/May 2013
(2012 – 13 New Scheme) (Freshers)
BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP**

Time : 3 Hours

Shri Dharmasthala Manjunatheshwara
College of Business Management Library
MANGALORE - 575 003

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 mark each)

1. Answer any ten of the following :

(1×10=10)

- a) What do you mean by business environment ?
- b) What do you mean by medium enterprises ?
- c) Who is a trade entrepreneur ?
- d) Give the meaning of 'buyer beware'.
- e) What do you mean by globalisation ?
- f) What do you mean by co-operative sector ?
- g) State any two rights of consumers.
- h) What do you mean by financial risk ?
- i) State any two features of MSME.
- j) What do you mean by privatisation ?
- k) Expand MNC.
- l) State any two objectives of WTO.

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SECTION – B
(5 marks each)

Answer **any 5** of the following :

(5×5=25)

2. Explain the risks faced by an entrepreneur.
3. What are the demerits of public sector ?
4. Write a note on consumerism in India.
5. What are the merits of multinational corporation ?
6. Describe the methods of securing consumer protection.
7. What are the macro factors influencing business ?
8. Write a short note on L.P.G. policy.

SECTION – C
(15 marks each)

(15×3=45)

9. Explain the features, merits and demerits of private sector.

OR

Explain the principles of business ethics and professional ethics.

10. Narrate the qualities and role of an entrepreneur in the economic development.

OR

Describe the functions of WTO.

11. Explain the merits and demerits of globalisation.

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OR

- a) What are the social responsibility of business towards shareholders ?

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- b) A famous cigarette manufacturing company is sponsoring an international cricket match. There is massive advertisement of its products in various media, including television watched by millions of general public. Their branded product through advertisement is likely to gain attention of the public and influence them to become their customers.

In the light of the above, answer the following questions :

- 1) To what extent, the cigarette manufacturing company can discharge its social responsibility towards its customers safety and protection ?
- 2) When it advertises in mass appealing media, it may influence the young minds to consume the product. Is it not injurious to the society ?