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BBMBMC 156

**Credit Based Second Semester B.B.M. Degree Examination, April/May 2014
(2012 Scheme)**

BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP

Time : 3 Hours

Max. Marks : 80

Note : A single answer booklet containing 40 pages will be issued.
No additional sheets will be issued. Read the instructions carefully in each Section.

SECTION – A

(1 mark each)

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

1. Answer any ten of the following in 2-3 sentences each : (1×10=10)
- What is meant by macro environment ?
 - What is meant by generic competition ?
 - State any two risks faced by the entrepreneur.
 - What is a public sector ?
 - Expand MNC.
 - What is meant by consumer redressal machinery ?
 - Expand WTO.
 - What is meant by caveat emptor ?
 - Give the meaning of business ethics.
 - What is meant by consumerism ?
 - State any two features of MSME.
 - What is meant by globalisation ?

SECTION – B

Answer any five of the following in not more than 2 pages each : (5×5=25)

- Explain the micro factors influencing business.
- Describe the qualities of a successful entrepreneur.
- What are the merits of co-operative sector ?

P.T.O.



- 5. What are the problems of MSME ?
- 6. Write a note on L.P.G. policy.
- 7. Explain the importance of consumer protection.
- 8. Write a note on professional ethics.

SECTION – C
(15 marks each)

(15x3=45)

Answer the following in not more than 6 pages each.

- 9. Explain the social responsibility of business towards the shareholders and the employees.

OR

Describe the different types of the entrepreneur.

- 10. Explain the features, merits and demerits of private sector.

OR

Describe the benefits and defects of globalisation.

- 11. Explain the impact of MNC on Indian Economy.

OR

- a) What are the principles of Business Ethics ?

7

- b) Amruth Liquor manufacturing company is sponsoring national reality show of dance competition there is advertisement of its products considered to be harmful in TV, 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 consumers.

In the light of the above, answer the undermentioned :

- i) To what extent, Amruth Liquor, manufacturing company can discharge its social responsibility towards its customers safety and protection ?
- ii) What is the impact of advertising appeal of injurious product on the youth ?

8