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**BBMBMC 156**

**Credit Based II Semester B.B.M. Degree Examination, April/May 2015  
(2012 Scheme)  
BUSINESS ENVIRONMENT AND ENTREPRENEURSHIP**

Time : 3 Hours

Max. Marks : 80

- Note :** 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)

(1×10=10)

1. Answer **any ten** of the following :

- What do you mean by macro environment ?
- What do you mean by business ethics ?
- Give the meaning of entrepreneurship.
- What do you mean by medium enterprises ?
- State any two features of co-operative sector.
- What do you mean by multinational corporation ?
- What is consumerism ?
- What do you mean by brand competition ?
- What do you mean by technical risk ?
- Give the full form of LPG.
- Define social responsibility of business.
- Expand WTO.

Shri Dharmasthala Manjunathacharya  
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MANGALORE - 575 003

**SECTION – B**

(5 marks each)

(5×5=25)

Answer **any five** of the following :

- What are the merits of private sector ?
- Explain the role of an entrepreneur in economic development.

P.T.O.



4. Write a note on consumerism in India.
5. Explain the objectives of WTO.
6. Describe the features of MNCs.
7. Write a note on MSMEs.
8. What are the advantages of globalization ?

## SECTION – C

(15 marks each)

(15×3=45)

9. What do you mean by business environment ? Describe the external factors influencing business.

OR

Explain the principles of business ethics and professional ethics.

10. Who is an entrepreneur ? Explain the characteristics of an entrepreneur.

OR

Narrate the various rights of consumer.

11. Describe the features, merits and demerits of public sector. 15

OR

- a) What are the social responsibility of business towards employees ? 7

- b) Pavan cigarette manufacturing company is sponsoring national reality show of music competition. There is advertisement of its product in the television channel which is watched by millions of general public so, it is likely to gain the attention of younger generation. And influence them to become their customers.

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

- 1) To what an extent, the Pavan manufacturing company can discharge its social responsibility towards the safety and protection of consumers ?
- 2) How does it influence the younger generation ? Is it not injurious to the society ? 8