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**BBMBMC 156**

**Credit Based II Semester B.B.M. Degree  
Examination, November/December 2015  
(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 do you mean by Business Environment ?
- State the meaning of social responsibility of business.
- Give the meaning of small enterprises.
- Expand MNC.
- State any two rights of consumer.
- What do you mean by Liberalisation ?
- Give the meaning of 'Buyer Beware'.
- State any two objectives of WTO.
- What do you mean by co-operative sector ?
- Who is a pure entrepreneur ?
- State the meaning of 'Premum Non Nocere'.
- State any two salient features of Consumer Protection Act, 1986.

P.T.O.



## SECTION – B

Answer **any five** of the following. (5 marks **each**).

(5×5=25)

2. What are the merits of Public Sector ?
3. What are the risks faced by an entrepreneur ?
4. What are the features of MSMEs ?
5. What are the micro factors affecting business ?
6. What are the obstacles to globalisation ?
7. Explain the importance of consumer protection.
8. What are the features of Multinational Corporations ?

## SECTION – C

15 marks **each**.

(15×3=45)

9. What do you mean by business ethics ? Explain the principles of business ethics.

OR

Describe the functions of WTO.

10. Explain the macro factors influencing business.

OR

Describe the features, merits and demerits of Private Sector.

11. Discuss the role of MNCs in Indian Economy.

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OR

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

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b) Mrs. Lavanya purchased a mixie worth ₹ 5,000. Later she came to know that the mixie is a duplicate one. So, she approached the seller who refused to take back on the ground of 'Caveat Emptor'.

What is the remedy open to the aggrieved consumer ?

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