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**BBABMC 156/BBMBMC 156**

**Credit Based II Semester B.B.A./B.B.M. Degree Examination, April/May 2017  
(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 (One mark each)**

1. Answer **any ten** of the following in **one or two sentences each**. (1×10=10)
- a) Define consumerism.
  - b) What is privatisation?
  - c) What do you mean by public sector?
  - d) What is unfair trade practice?
  - e) State any two risks faced by the entrepreneur.
  - f) What is meant by globalization?
  - g) Expand WTO.
  - h) What do you mean by medium enterprises?
  - i) What do you mean by brand competition?
  - j) Give the meaning of buyer beware.
  - k) What do you mean by business ethics?
  - l) Give the full form of LPG.

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**SECTION – B (5 marks each)**

Answer **any five** of the following :

(5×5=25)

2. Write a note on professional ethics. **3**
3. Explain the role of an entrepreneur in economic development.
4. Explain the disadvantages of privatisation.
5. Describe the qualities of a successful entrepreneur. **3**
6. What are the merits of cooperative sector?
7. What are the problems of MSME?
8. Explain the objectives of WTO. **3**

P.T.O.



SECTION – C (15 marks each)

Answer all the questions:

(15×3=45)

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

OR

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

10. Explain the features, merits and demerits of public sector.

OR

Explain the impact of MNC on Indian Economy.

11. Explain the merits and demerits of globalization.

OR

a) What are the objectives of consumerism ?

7

b) Mr. Rakesh purchased a refrigerator worth ₹ 15,000. From X company Ltd. Later he came to know that there is a mechanical default in the refrigerator. He approached the seller but the seller refused to take back the product.

What are the remedies open to the aggrieved consumer ?

8