

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

BBA HONOURS
GBAH1B04T: BUSINESS ENTERPRISES

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries 1 mark.

Choose the Correct Answer

1. Globalisation is the term used to describe process of removal of restriction on.....
a) Investment b) Foreign Trade c) Both (A) and (B) d) None of the above
2. An entrepreneur is a person who is a:
a) Risk taker b) Initiator c) Actor d) All of the given options
3. The structure in which there is separation of ownership and management is called
a) Sole proprietorship b) Partnership c) Company d) All business organizations
4. A medium enterprise is an enterprise where the investment is less than Rs.....
a) 20 crores b) 100 crores c) 10 crores d) 8 crores
5. Mr.Rajender singh, resident of a small village near Hisar, purchased a tractor a few months back. He is happy as the tractor enables him to plough the fields, carry produce to the market, and also served as a means of transportation. What kind of economic utility is the tractor providing to Mr.singh?
a) Form utility b) Time utility c) Place utility d) Possession utility

Fill in the Blanks

6. is the propounder of innovation theory.
7. The Government of India established(board) to examine the factors affecting promotion and development of MSME.
8. is“acceptable standards of behavior that are shared by the group’s members.”
9. The Head of the joint Hindu family business is called.....
10. MSMED Act was enacted in the year.....

(10 x 1 = 10 Marks)

(PTO)

PART B: Answer any eight questions. Each carries 2 marks.

11. What is business? Mention its characteristics.
12. Give the meaning of Hindu Undivided Family
13. "Mixed sector helps in growth of Economy". Explain.
14. What are committees in an organisation?
15. Differentiate Between Training and Development.
16. What is off the job training?
17. "Consumer is the king." Comment on the statement in the light of modern concept of marketing
18. Mention the bases for market segmentation.
19. What are the three different types of flow in supply chain management?
20. What is quality control? Explain its role briefly.

(8 x 2 = 16 Marks)

PART C: Answer any six questions. Each carries 4 marks.

21. Explain the concept of standard of living and quality of life as a basic business outcome.
22. Differentiate between free market economy and socialist economy.
23. What is partnership? Explain briefly the types of Partnership.
24. Discuss the responsibility of business towards employees.
25. Explain the recruitment process.
26. What are the major activities of Human Resource Management?
27. Explain the functions of Physical distribution
28. Describe the factors influencing distribution decisions.

(6 x 4 = 24 Marks)

PART D: Answer any two questions. Each carries 15 marks.

29. Explain briefly about the various functions of Management
30. What is production management? Explain the functions of production management.
31. What is secondary market? Briefly discuss the working of the stock markets in India.

(2 x 15 = 30 Marks)