

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023**(Regular/Improvement/Supplementary)****BBA HONOURS****GBAH1B04T: BUSINESS ENTERPRISES****Time: 3 Hours****Maximum Marks: 80****PART A: Answer all the questions. Each carries one mark.****Choose the Correct Answer.**

1. What is the primary objective of a business enterprise?
A) Minimizing risks. B) Maximizing profits.
C) Maintaining status quo. D) Promoting social welfare.
2. Which of the following is an example of a macroeconomic factor that can impact businesses?
A) A company's marketing strategy. B) Individual consumer preferences.
C) National unemployment rate. D) Product quality control.
3. What is bootstrapping in entrepreneurship?
A) A type of footwear worn by entrepreneurs.
B) Financing that involves using personal savings and revenue to grow.
C) A government grant for establishing start-ups.
D) A marketing technique to create more customers.
4. Which HR practice involves providing employees with opportunities for continuous learning and development to enhance their skills and knowledge?
A) Compensation and Benefits. B) Talent Management.
C) Employee Discipline. D) Union Negotiations.
5. Which financial statement reports a company's financial position at a specific point in time?
A) Income statement. B) Balance sheet.
C) Cash flow statement. D) Statement of retained earnings.

Fill in the Blanks.

6. An organization that operates in multiple countries and coordinates its activities on a global scale is known as a _____.
7. A sole proprietorship is the simplest form of business ownership, and the owner has _____ liability for the business's debts.
8. _____ which defines the hierarchy of authority and responsibility within the organization.
9. The _____ is a document that outlines a company's marketing objectives, strategies, and tactics for a specific period.
10. In the context of financial management, the term "ROI" stands for _____.

(10 x 1 = 10 Marks)
(PTO)

PART B: Answer any *eight* questions. Each carries *two* marks.

11. Define opportunity cost and provide an example of how it influences business choices.
12. What do you mean by Globalization?
13. List four examples of the external risks that affect the business.
14. What is the main distinction between an LLC and a sole proprietorship regarding personal liability?
15. Describe the term "SWOT analysis" and its significance for small businesses.
16. How does the concept of a "unique selling proposition" (USP) benefit a brand?
17. Elaborate the Accounting equation.
18. State four examples of financial institutions in India.
19. What is organizational structure?
20. Explain the functions of HRM.

(8 x 2 = 16 Marks)

PART C: Answer any *six* questions. Each carries *four* marks.

21. You are an HR head who is in charge of training your new HR Team. You have to explain the various processes involved in Performance Appraisal.
22. Explain the concept of revenue recognition in accounting. Why is it important?
23. Explain the concept of the business environment and its significance for entrepreneurs.
24. Discuss the political and legal factors that businesses should consider when operating in global markets.
25. Compare and contrast the legal structures of sole proprietorship, partnership, corporation, and LLC.
26. Explain the various types of organizational structure.
27. Differentiate between a scheduled and non-scheduled bank in India.
28. Describe the concept of segmentation, targeting and positioning in marketing.

(6 x 4 = 24 Marks)

PART D: Answer any *two* questions. Each carries *fifteen* marks.

29. Discuss the role of promotion in raising consumer awareness and explain its various types of promotional tools.
30. Explain the importance of a well-crafted business plan for a start-up. Provide examples of the essential components that should be included in a business plan.
31. In today's digital age, financial technology (FinTech) has revolutionized the financial services industry. Discuss the significance of FinTech in providing innovative financial solutions and improving accessibility to financial services. Explore the challenges and opportunities presented by FinTech for both consumers and traditional financial institutions.

(2 x 15 = 30 Marks)