

Con. 89-16.

[Total Marks : 100]

- N.B. : (1) All questions are compulsory.  
(4) Figures to the right indicate full marks.

**Section I**

1. Answer any two questions from the following :— 20
  - (a) Explain in detail the components of Micro Business Environment.
  - (b) Describe the meaning and nature of Business.
  - (c) What is turnaround ? Discuss the steps in the turnaround strategy.
  - (d) Write a detailed note on World Trade Organization.
2. Answer any two questions from the following :— 20
  - (a) Define the term Project Report. Explain the importance of Project Report.
  - (b) Define Entrepreneurship. Explain the factors contributing to the growth of Entrepreneurship.
  - (c) Discuss the areas of Feasibility study.
  - (d) Write a note on Competencies of Entrepreneurs.
3. Write short notes (any two) :— 10
  - (a) Reconciliation of Economic and Social objectives.
  - (b) Positive impact of Trading Blocks.
  - (c) Distinguish between Entrepreneur and Manager.
  - (d) Challenges for woman entrepreneurs.

**Section II**

4. Answer any two questions from the following :— 20
  - (a) Define the term Services. Explain the Services Development Cycle in detail.
  - (b) Explain the main features of Organized retailing.
  - (c) Explain the nature of services.
  - (d) Explain in detail the stores based retail formats operating in India.
5. Answer any two questions from the following :— 20
  - (a) Explain the advantages and disadvantages of Credit Card.
  - (b) Define the term FDI. Discuss the importance of FDI.
  - (c) Write a note on Elements of Logistics.
  - (d) What is E-Commerce? Explain the scope of E-Commerce.
6. Write short notes (any two) :— 10
  - (a) Benefits of B2B transactions
  - (b) Types of Franchises
  - (c) KPO
  - (d) Significance of Networking

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