

ATKT JAN. Feb. 2009

ANANTNAG

FY.B Com. (A/F) Com. I  
(Revised)

5

TIME : 2 hrs.

MARKS : 60

- N.B. : 1) Attempt all questions.  
2) Figures to the right indicate full marks.

- Q.1 a) **State with reasons whether the following statements are TRUE or FALSE** 06
- 1) Environmental scanning is not necessary.
  - 2) Career options are limited to Indian youth today.
  - 3) Objectives should be easily understandable.
- B) **Explain the meaning of the following terms :** 06
- 1) World bank.
  - 2) Public company.
  - 3) NGO
- C) **Match the following :-** 03
- | GROUP A                 | GROUP B                          |
|-------------------------|----------------------------------|
| 1) Business environment | a) Economic objective            |
| 2) STC                  | b) Inseparable part of business. |
| 3) Profit               | c) Public sector enterprise      |
- Q.2 a) Explain the importance of business. 08
- b) What is the impact of liberalisation on Indian business? 07
- OR**
- Q.2 a) Discuss the Stages in the evolution of business. 10
- b) Explain the forms of private sector enterprise. 05
- Q.3 a) Discuss the need for the study of business environment. 08
- b) Bring out the impact of business on education 07
- OR**
- Q.3 a) Explain the measures to raise the share of developing countries in world export trade. 08
- b) "Exports act as an engine of economic growth". Do you agree? If so, justify the statement. 07
- Q.4 **Write short notes : (Any 3)** 15
- 1) Types of social audit
  - 2) Types of NGO
  - 3) Social / cultural environment
  - 4) Functions of WTO
  - 5) Marketing as a career option.
- OR**
- Q.4 a) What are the economic objectives of business? 08
- b) Discuss the features of consumerism. 07