

**Quarterly Examination - 2017-2018**

**B. St.**

Time : 2 Hrs. + 15 min.

Std. : XI

F. M. : 80

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Answer all questions from Part I and any three from Part II

**PART I (20 Marks)**

Question 1

(10x2=20)

1. Define Business Environment
2. Distinguish between Entrepreneur and Intropreneur
3. What do you mean by macro and micro environment?
4. Name the different types of entrepreneurs and explain any one.
5. What do you mean by Keeping pace with consumerism
6. What do you mean by stakeholder
7. What are the qualities required by an entrepreneur?
8. What is a start up business?
9. Classify the following trends into economic, social, cultural, political, legal and technological environment.
  - a. Demonetisation of high value currency notes
  - b. Increasing urbanisation in India
  - c. Growth of E-commerce companies such as Amazon, Flipkart, Snapdeal
  - d. Introduction of GST in place of central and state level sales tax.
10. Classify the following in SWOT.
  - a. Rising prices of petroleum products
  - b. Improvement of roads, railways and other infrastructural facilities
  - c. Dabar's wide range of products
  - d. Conflict between Ratan Tata and Cyrus Mistry.

**PART II (30 Marks)**

Answer any three questions

- I.
  - a. Explain any five stakeholders of a business environment. (5)
  - b. Discuss any five characteristics of entrepreneurship (5)

- II. a. What do you mean by SWOT Analysis? Explain in detail. (5)
- b. Why is it necessary for business firm to understand their environment. Explain any five. (5)
- III. a. State any five features of business environment. (5)
- b. Mention all the dimensions or elements of business environment. Explain any three with an example. (5)
- IV. a. State any five importance of business environment. (5)
- b. Explain any six steps in setting up an enterprise. (5)

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