

F.Y.B.COM OBJECTIVES –SET-II**MODULE I****1. State whether the following statements are true or false:**

- a) Business firms have social responsibility only towards its employees.
- b) Human resources development is concerned with the analysis of market research undertaken by the employees of the firm.
- c) External trade involves trade external to the firm.
- d) The traditional concept of business places emphasis on customer satisfaction.
- e) The modern concept of business is concerned only with profits.
- f) Business broadly involves industry and commerce.
- g) Production refers to conversion of inputs into finished products.
- h) Purchase and store keeping is an important element of inventory management.
- i) Genetic industries are engaged in the reproduction and multiplication of certain species of plants and animals.
- j) Commerce is concerned with trade and aids-to-trade.

Ans- a - F, b - F, c - F, d - F, e - F, f - T, g - T, h - T, i - T, j - T

2. Match the columns:

I.

Group A	Group B
1. Social Interest	a) Survival
2. Traditional Concept	b) Social Welfare
3. Human Objectives	c) Working Conditions
4. National Objectives	d) Emphasis on Profit
5. Organic Objectives	e) Modern Concept of Business

Ans- 1 – e , 2 – d , 3 – c , 4 – b , 5 – a

II.

Group A	Group B
1. Social Objectives	a) Merger and Takeover
2. Economic Objectives	b) Forward Integration
3. Intensification Strategy	c) Market Development Strategy
4. Diversification Strategy	d) Profit
5. Restructuring Strategy	e) Community Development

Ans- 1 – e , 2 – d , 3 – c , 4 – b , 5 – a

3. Select the most appropriate option given in the bracket and rewrite the statement:

- a) Business is a organised activity. (organised, social, national)
- b) Non-insurable risks cannot be insured. (non-insured, insurance, disaster)
- c) Personnel function is concerned with management of the people in the organisation. (Personnel, Personal, Public Relations)
- d) Extractive industries are concerned with extracting materials or minerals from natural resources. (Extractive, Genetic, Construction)
- e) Commerce is concerned with expansion of markets. (Commerce, Industry, Research)
- f) Entrepot is concerned with importing of goods, and then selling the same to another country. (Entrepot, Import, Export)
- g) Advertising fills the knowledge gap. (Advertising, Public Relation, Research & Development)
- h) Modern concept of business is concerned with customer satisfaction. (Modern, Traditional, Product)
- i) Analysis of internal environment indicates strengths and weakness of the organisation. (internal, external, international)
- j) Liberalisation refers to reduction of Government control over business sector. (Liberalisation, Privatisation, Globalisation)

Module II:

Q1. State whether the following statements are True or False:

- 1. Analysis of external environment indicates strengths and weaknesses of the firm.
- 2. GATT replaced WTO in 1995.
- 3. At present there are 17 members of European Union.
- 4. The SAARC stands for South Asian Association for Research and Commerce.
- 5. ASEAN consists of nations belonging to South Asia.
- 6. Environment is an integral part of business.
- 7. Analysis of internal environment indicates strengths and weaknesses of the firm.
- 8. The international business environment is influenced by International forums like WTO and UNCTAD.
- 9. Political stability brings consistency and firmness in Government policies.

10. NAFTA stands for North American Free Trade Association.

Answers: False: (1, 2, 3, 4, 5) True: (6, 7, 8, 9, 10)

Q2. Match the Columns:

Group A	Group B
1. NAFTA	a. 27 member Nations
2. ASEAN	b. South Asian Countries
3. WTO	c. TRIPs Agreement
4. SAARC	d. 10 Member Nations
5. EUROPEAN NATIONS	e. Mexico

II.

Group A	Group B
1. Macro Environment	a. SAFTA
2. Micro Environment	b. Group of Countries
3. Internal Environment	c. Mission
4. Trading Bloc	d. Customer
5. SAARC	e. Cultural Environment

Answers:

I. (1 - e) (2 - d) (3 - c) (4 - b) (5 - a)

II. (1 - e) (2 - d) (3 - c) (4 - b) (5 - a)

Q3. Select the most appropriate option given in the

brackets and rewrite the statements:

1. _____ environment is influenced by economic policies of the Government.

(Economic, Socio-economic, Demographic)

2. _____ environment is concentrated with different aspects of population.

(Demographic, Sociographic, Political)

3. _____ environment brings consistency and firmness in Government policies.

(Political, Legal, International)

4. WTO is a forum over _____ countries.

(150, 100, 50)

5. _____ agreement is concerned with liberalisation of International investments.

(TRIMs, TRIPs, Agreement on Agriculture)

6. Customers form a part of _____ environment.

(Micro, Macro, Internal)

7. WTO replaced GATT in the year _____.

(1995, 2000, 2005)

8. _____ is a trading bloc consisting of South Asian countries.

(SAARC, ASEAN, APEC)

9. Trading blocs result in _____ creation.

(Trade, Disputes, Restricted Area)

10. _____ environment has direct and indirect impact on the working of business firms.

(Business, Educational, Situational)

Answers:

1. Economic 2. Demographic 3. Political 4. 150 5. TRIMs

6. Micro 7. 1995 8. SAARC 9. Trade 10. Business

Module III: Project Planning

Q1. State Whether The Following Statements Are True Or False:

1. The business planning process starts with formulating alternative strategies.
2. There is no need to conduct period review of performance.
3. A project report is a written document containing complete information on the completed project.
4. The feasibility study has no practical significance.
5. The project report is of importance only to the entrepreneur.
6. A feasibility study is a preliminary study undertaken to determine a project's viability.
7. Generally, the first step in business unit promotion is to identify business opportunity.
8. The business describes the future direction of the business.
9. Law and order situation is an important factor to be considered in plant location.
10. Business firms need to consider the attitude of the state Governments before locating a plant in a particular state.

Answers:

False: (1, 2, 3, 4, 5) True: (6, 7, 8, 9, 10)

Q2- Match the Columns:

Group A	Group B
1. Project Report	(a) Project Viability
2. Composite Credit	(b) DGFT
3. Seed Capital	(c) Promoters' equity capital
4. Importers Exporters Code Number	(d) Fixed capital and working capital
5. Feasibility Study	(e) Information of proposed project

Answers: (1-e) (2-d) (3-c) (4-b) (5-a)

Q3. Select the most appropriate option given in the brackets and rewrite the answers:

1. Analysis of working condition in an element of _____ environment analysis. (internal, external, international)
2. Analysis of competitors strategies in an element of _____ environment analysis. (internal, external, international)
3. _____ acts as a reference guide during the execution of the project. (project report, feasibility report, legal report)
4. _____ feasibility refers to an analysis of whether the project is capable of being implemented and operated safely in the interest of stakeholders. (Safety, political, market)
5. _____ feasibility is concerned with current work practices and procedure. (Operational, Financial, economic)
6. Decision on location is an important element of _____. (Setting up a business unit, market research, manufacturing process)
7. Proximity to a plant to sources of raw material is desirable in case of _____ materials.(Gross, net, wholesale)
8. Proximity to market of a plant is required in case of _____ products. (fragile, durable, luxury)
9. _____ number is required for directors of a company.(DIN, TIN, TAN)
10. _____ is required for tax deduction at sources.(TAN, TIN, DIN)

Answers:

1. Internal
2. External
3. Project report
4. Safety
5. Operational
6. Setting up a business unit
7. Gross
8. Fragile
9. DIN
10. TAN

Module IV: Entrepreneurship

Q1. State whether the following statements are True

or False:

1. Entrepreneurs place more emphasis on formalities rather than results.
2. Only economic factors contribute to the growth of entrepreneurs.
3. Non-monetary factors include higher salaries, bonus etc.
4. The primary motives of a manager are independence and innovation.
5. NIESBUD is concerned with marketing of goods of small business units.

6. Entrepreneurship is a process concerned with creating something new.
7. Most successful entrepreneurs are innovators.
8. Social entrepreneurs are profit oriented.
9. Entrepreneurs create economic and social wealth.
10. Intrapreneur is an entrepreneur within an existing Organisation.

Answers:

False: (1, 2, 3, 4, 5)

True: (6, 7, 8, 9, 10)

Q2. Match the Columns:

Group A	Group B
1. Economic Development	a. Development of new processes
2. Social Development	b. Power Generation
3. Regional Development	c. Development of backward areas
4. Infrastructure Development	d. Community Development
5. Technological Development	e. GDP growth

Answers:

(1 - e) (2 - d) (3 - c) (4 - b) (5 - a)

Q3. Select the most appropriate option given in the brackets and rewrite the statements:

1. The most successful entrepreneurs are _____. (Innovators, Decision-Makers, Procrastinators)

2. An entrepreneur exploits change into an _____. (Opportunity, Threat, Strengths)

3. Entrepreneurs concerned with welfare of the people are called as _____. (Social, Economic, Business)

4. Entrepreneurs need to take _____ decisions. (Proactive, Reactive, Quick)
5. Funding provided by Venture capitalists which is a combination of debt and equity is called as _____ funding.
(Mezzanine, Debt, Equity)
6. _____ is an entrepreneur within an existing organisation. (Intrapreneur, Manager, Leader)
7. The key strength of _____ type of entrepreneurs is imagination. (Visionary, Opportunist, Adventurer)
8. _____ scheme is specially meant for women Entrepreneurs. (TREAD, DBK, MDA)