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Question Paper Code : 11109

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2014.

Seventh Semester

Automobile Engineering

080190028 – BUSINESS CONCEPTS

(Common to Mechanical Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks.

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is Opportunity cost?
2. What is Business Ethics?
3. Define Partnership.
4. What is an Organisation Chart?
5. What is Stock Control?
6. List out the various source of Finance.
7. Difference between Unemployment and Underemployment.
8. List out the various sources of recruitment.
9. What is foreign trade?
10. What are the different types of Insurance?

PART B — (5 × 16 = 80 marks)

11. (a) What do you mean the term business and explain the essential of successful business.

Or

- (b) Explain the role and methods of trade Protectionism.

12. (a) Define Company and explain its characteristics.

Or

(b) What is Public Enterprise and explain its advantages and disadvantages.

13. (a) What do you mean the term Production and explain the scale of production.

Or

(b) Choose any product of your choice and explain the four components of Marketing Mix.

14. (a) Explain the different methods of training.

Or

(b) Explain the selection process in Automobile industry.

15. (a) What is MNC and explain its features, advantages and disadvantages.

Or

(b) Explain the function of Commercial Bank.