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Question Paper Code : 31102

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2013.

Seventh Semester

Mechanical Engineering

080190028 — BUSINESS CONCEPTS

(Common to Automobile Engineering)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What are Tarrifs?
2. What do you understood by opportunity Cost?
3. Who is a holding out Partner?
4. What is a joint sector?
5. What are the elements of marketing Mix?
6. What is a distribution Channel?
7. What is a fairwage and Minimum wage?
8. What is selection and recruitment?
9. What do you understand by subrogation and Mitigation?
10. What is Globalisation?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the ethical issues in International business with special emphasis on Bribery aspects in it?

Or

- (b) Describe the various Techniques of Protection in Global business Environment.

12. (a) Discuss the importance of Role of Government in business activity.

Or

(b) What are the characteristics of sole proprietorship with emphasis on its advantages?

13. (a) As a financial Consultant, discuss the various sources of finance for business organization.

Or

(b) Discuss the factors that affect the choice of a channel of Distribution for a consumer Product.

14. (a) Discuss the various selection tests available at the reach of an Agency while recruiting for a technical job of an organization.

Or

(b) Discuss the methods of making contact with the prospective candidates from whom you will select them for filling vacancies of Managerial position at a junior level in a organization. Also identify their suitability.

15. (a) Discuss the importance, functions and service of a commercial bank in Tamilnadu.

Or

(b) As a Business Consultant, what aspects of Insurance do you emphasize to your client. Discuss.
