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Question Paper Code : 21094

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

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 are the objectives of business?
2. What is opportunity cost?
3. What advantage do co-operatives provide to their members and society?
4. What are the limitations of organisation chart?
5. What is marketing mix?
6. What are the types of production plans?
7. What is minimum wage?
8. What are the effects of unemployment?
9. What is MNE?
10. What are the types of insurance?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the impact of ethics on the performance.

Or

- (b) Describe the essentials of successful business.

12. (a) Assess the role of Government in business activity.

Or

(b) What factors are likely to be considered for selecting a suitable form of business ownership? How would you arrive at the right choice?

13. (a) Discuss the long term sources of finance.

Or

(b) Describe the factors determining choose of suppliers.

14. (a) Trace the current democratic trends and their impact on business.

Or

(b) What are the techniques of training of operatives? – Explain.

15. (a) Describe the principles of insurance.

Or

(b) List the various stages involved in the processing of an export order.
