

Question Paper Code : 41102

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

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. Define business and list out the purpose of business.
2. What is balance of payments?
3. Define partnership.
4. What is limited liability?
5. What is stock control?
6. List out the various source of finance.
7. What is unemployment?
8. Write the various source of recruitment.
9. What is multinational corporation? Give example.
10. List out the different types of insurance.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the objectives of business and essentials of successful business. (16)

Or

- (b) Explain the role and methods of trade protectionism. (16)

12. (a) Define company and explain its characteristics. (16)

Or

- (b) What is public enterprise? Explain its advantages and its disadvantages.

13. (a) (i) Explain the supplier selection process. (12)

- (ii) Write a short note on scale of production. (4)

Or

- (b) Discuss the role of marketing in business. (16)

14. (a) Explain the types and effects of unemployment. (16)

Or

- (b) Explain the selection procedure involved in automobile sector. (16)

15. (a) What is foreign trade and explain the procedure of export and import. (16)

Or

- (b) Explain the functions of commercial bank. (16)