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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.
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