

Term End Examination – December, 2017
Program Title: Diploma in Management
Course Title: Understanding of Business and its Environment
Course Code: DIM-01
(Session 2016-17)

Time -3 hours
Full Marks -100

Answer any four questions from Group – 'A', any two questions from Group – 'B'
and any three questions from Group –'C'.

Group – 'A'

(Answer any four questions each within 100 words)

Q.No.1: Write short notes on:

Marks: 5×4 =20

- (a) Define business as an enterprising entity.
- (b) Distinguish between goods and services.
- (c) What are business skills?
- (d) What do you mean by business environment?
- (e) Define the term 'customer'.
- (f) What are the types of society?
- (g) Who is an entrepreneur in business circle?

Group – 'B'

(Answer any two questions each within 250 words)

Q.No.2

Marks: 10×2=20

- (a) Compare and contrast business and society.
- (b) Describe briefly about business ethics.
- (c) What are the characteristics of a society?
- (d) Mention the key business skills.
- (e) Explain the dynamic environment of business.

Group –'C'

(Answer any three questions each within 500 words)

Marks: 20×3=60

- Q.No.3** What are the main objectives and principles of CSR?
 - Q.No.4** How can the modern business overcome challenges of globalization?.
 - Q.No.5** Discuss the advantages of new technology in business.
 - Q.No.6** What are the expectations of societies from business organizations?
 - Q.No.7** Discuss the inseparable relationships between business and society.
 - Q.No.8** Illustrate the various types of business environment.
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