

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: B.Com
BRANCH: B.Com**

**SEMESTER : I
SESSION : MO/2025**

SUBJECT: BF25102 BUSINESS STUDIES

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain the concept of business as an economic activity and differentiate between industry and commerce with a suitable example.	[5] 1	1,2
Q.1(b)	Define business environment. Distinguish between micro and macro environments with examples.	[5] 1	2
Q.2(a)	Define sole proprietorship. Explain the advantages & disadvantages of sole proprietorship.	[5] 2	1,2
Q.2(b)	What is an LLP (Limited Liability Partnership)? Compare LLP and a partnership in terms of liability and control.	[5] 2	1,2
Q.3(a)	Describe the concept of Marketing Mix. Analyze how each element of the marketing mix (4Ps) contributes to creating customer value.	[5] 3	1,4
Q.3(b)	Describe the importance of digital marketing in today's business environment. Give suitable examples in support of your answer.	[5] 3	2
Q.4(a)	Define an entrepreneur and enumerate the key characteristics of successful entrepreneurs.	[5] 4	2
Q.4(b)	Analyze the role of entrepreneurs in the economic development of a country like India.	[5] 4	4
Q.5(a)	Explain the meaning of business ethics and discuss its importance for modern organizations.	[5] 5	2
Q.5(b)	Explain the concept of CSR and briefly discuss the CSR models or framework.	[5] 5	2

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