

KHUDIRAM BOSE CENTRAL COLLEGE

INTERNAL ASSESSMENT EXAMINATION-2020

B.COM 4TH SEMESTER (HONS& GEN)

ENTREPRENEURSHIP DEVELOPMENT AND BUSINESS ETHICS

PAPER- CC4.1CHG

TIME: 45 MINS

F.M : 25

Candidates are requested to give answers as far as practicable. Right hand side indicates full marks of each question.

GROUP – A (ANSWER ANY ONE QUESTION) 5*1=5

1. Give the full name of MSME. Discuss about the objectives of MSME. (2+3)
2. How many stages are involved in designing business processes ?“ The location of business depends on different primary factors “—Discuss about any two important primary factors . (2+1-1/2+1-1/2)
3. Mention about the principles of business ethics (any five) . 5
4. What are the limitations of CORPORATE GOVERNANCE ? 5

GROUP- B (ANSWER ANY TWO QUESTION) 10*2=20

5. What is family business ? Mention any three features of it. Discuss few disadvantages of family owned business. (2+3+5)
6. What is Venture Capital ? Define private equity fund. Mention any two role of venture capital and private equity fund each. (2+2+3+3)
7. Discuss about the various ethical principles for Business Executives. How many elements of principles of business ethics are there ?(8+2)
8. What is corporate culture ? How many types of culture are there ? Discuss about any two of them. (2+3+5)

.....XXXXXXXXXXXXXXXX.....