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Long answer questions.   **10 X 3 = 30 M**
Answer any THREE of the following questions.
Each question carries 10 marks

Unit I: Business

1. Define Business. Explain the different stages of development of a business

2. Discuss the meaning and classification of business activities.

3. Explain the terms industry and commerce. How do they differ from each other?

4. Describe the meaning, features and importance of business.

5. Outline the characteristics and objectives of a business organization.

Unit II: Promotion of Business

1. What is business? What are the factors to be considered while establishing a new business?

2. Describe the advantages and disadvantages of sole proprietorship business.

3. Differentiate private company and public company.

4. Explain the concept of one person company (OPC) and describe the features and exemptions available to one person company.

5. Summarize the advantages and disadvantages of co-operative society.

Unit III: Plant Location and Layout

1. Discuss the importance and objectives of the plant location?

2. Explain the factor to be considered while selecting a suitable location.

3. Identify the factors to be considered while designing plant layout.

4. Summarise the different types of plant layout.

5. State the criteria for measuring size of business unit and factors that determine optimum size of business unit.

Unit IV: Business Combinations

1. Express the characteristics and objectives of business combinations.

2. Summarise the causes and kinds of business combinations.

3. Identify the characteristics and objectives of rationalisation

4. What is rationalisation? Discuss the principles of rationalisation.

5. State the meaning and differences between rationalisation and nationalisation.

Unit V: Computer Essentials

1. Explain the block diagram of a computer and its various components with a neat diagram.

2. What is Internet Protocol? Summarize the various types of Internet Protocol.

3. State the ethical and social implications of the internet.

4. Discuss various types of cryptography and its applications.

5. What is a fraud technique? Recall the various techniques of fraud.

II Very short answer questions   12 X 1 = 12M
Each question carriers 1 mark. All questions are compulsory.

Unit I: Business

1. Articulate the meaning of profession.

2. Define entrepot trade.

3. Describe the genetic industry.

4. Locate the meaning of sole proprietorship.

5. Articulate the meaning of commerce.

6. Meaning of modern business.

7. Start-up stage of business.

8. the features of business.

9. Define industry.

10. Auxiliaries to trade.

Unit II: Promotion of Business

1. Lack of continuity

2. Unlimited liability

3. Partnership business

4. Democratic management

5. Separate legal entity

6. Number of members in public and private company

7. Number of directors in public and private company

8. Transfer of shares in private company.

9. Perpetual succession in one person company

10. Legal status of cooperative society.

Unit III: Plant Location and Layout

1. Plant location

2. Line layout

3. Availability of raw material in selection of plant location.

4. Disposal of waste

5. Direct lighting.

6. Sanitation.

7. List out the secondary factors in selection of plant location.

8. Combination layout.

9. Micro-sized business.

10. Economies of scale.

Unit IV: Business Combinations

1. Meaning of acquirer and acquiree

2. Joint Venture

3. Merger

4. Consolidations

5. Horizontal business combination.

6. Conglomerate business combination

7. Diversification

8. Objectives of nationalisation.

9. Cost benefit principle of rationalisation

10. Resistance to change during rationalisation.

Unit V: Computer Essentials

1. Name two examples of third-generation computers.

2. What is the goal of Natural Language Processing (NLP)?

3. What is the main difference between TCP and UDP?

4. What is a subnet mask?

5. Write about Ethical Hacking and Vulnerability Disclosure.

6. Define Encryption and User Privacy.

7. What are the benefits of regular security assessments and testing?

8. Define Cryptography.

9. What is Phishing?

10. What is a Firewall?

III Match the following
Each set of match the following carries 4 marks.   4 X 2 = 8 M

Unit I: Business

Set - I

i) Financial transactions, lending, investment   a) Advertising & Marketing
ii) Financial protection against risks   b) Banking & Finance
iii) Promotion products and services   c) Transportation & Warehousing
iv) Movement and storage of goods   d) Insurance

Answers: i) – b ii) – d,   iii) - a, iv) – c

Set - II

i) Profession   a) to produce, sell or buy to make profits
ii) Business   b) Individual works for salary in an organisation
iii) Trade   c) specialized occupation requires extensive skills
iv) Employment   d) Wholesaler buys and sells to retailers

Answers: i) – c, ii) - a, iii) – d, iv) – b

Unit II: Promotion of Business

Set - I

i) Company   [   ]   a) Decision making power
ii) Successful Business man   [   ]   b) An artificial p erson
iii) Financial plan.   [   ]   c) Risk sharing.
iv) Partnership.   [   ]   d) Sources for funds.

Answer: i) -b, ii) -a, iii) - d, iv)- c

Set -II

i) Sole Proprietor	[ ]	a) large number of members.
ii) Joint Stock Company.	[ ]	b)Limited capital
iii) In corporation stage.	[ ]	c)A Company has one member
iv) OPC	[ ]	d) Prospectus

Answers : i)-b, ii)-a, iii)-d, iv)-c

Unit III: Plant Location and Layout

Set -I

1. Location.	[ ]	a) arrangement of facilities Location
2. Plant layout	[ ]	b) movement of manpower
3. Product layout.	[ ]	c) area
4. Location layout.	[ ]	d) Line layout

Answers: i)-c, ii)-a, iii)-d, iv)-b

Set -II

1. Process layout	[ ]	a) not flexible
2. Artificial lights	[ ]	b) air from outside
3. Plant layout	[ ]	c) Indirect Lighting
4. Ventilation.	[ ]	d)functional layout

Answers : i)- d, ii)-c, iii) -a, iv) – b

Unit IV: Business Combinations

i) Business Combination.	[ ]	a) Revenue generations
ii) Market Expansion.	[ ]	b) Economic Stability
iii) Rationalization.	[ ]	c) Nationalization.
iv) Economic Control.	[ ]	d) Making decisions

Answers: i)- b, ii) -a, iii)-d, iv) -c

i) Trade association.	[ ]	Aim of Rationalization
ii) Rationalization.	[ ]	Form of business combination
iii) Efficiency & Productivity.	[ ]	Cost Reduction
iv) Social welfare.	[ ]	Nationalization

Answers: i)-b, ii) -c, iii) -a, iv) -d

Unit -V: Computer Essentials

Set -I

i) FORTRAN   ( )   a. Random Access Memory
ii) BIOS is used   ( )   b. Mosaic
iii) RAM   ( )   c. Formula Translation
iv) First web browser   ( )   d. By operating system

Answers : i)-c , ii)-d , iii)-a , iv) – b

Set - II

i) First commercial minicomputer   ( )   a. Connection-oriented protocol
ii) ICMP is used for
   communication between   ( )   b. PDP-8
iii) TCP is a   ( )   c. an amalgamation of malicious
                                                                and software
iv) Malware   ( )   d. Network devices

 Answers: i)-b , ii)-d , iii)-a , iv)-c