

- N.B. :** (1) All questions are compulsory.
(4) Figures to the right indicate full marks.

Section I

1. Answer any two questions from the following :— 20
(a) Explain in detail the components of Micro Business Environment.
(b) Describe the meaning and nature of Business.
(c) What is turnaround ? Discuss the steps in the turnaround strategy.
(d) Write a detailed note on World Trade Organization.
2. Answer any two questions from the following :— 20
(a) Define the term Project Report. Explain the importance of Project Report.
(b) Define Entrepreneurship. Explain the factors contributing to the growth of Entrepreneurship.
(c) Discuss the areas of Feasibility study.
(d) Write a note on Competencies of Entrepreneurs.
3. Write short notes (any two) :— 10
(a) Reconciliation of Economic and Social objectives.
(b) Positive impact of Trading Blocks.
(c) Distinguish between Entrepreneur and Manager.
(d) Challenges for woman entrepreneurs.

Section II

4. Answer any two questions from the following :— 20
(a) Define the term Services. Explain the Services Development Cycle in detail.
(b) Explain the main features of Organized retailing.
(c) Explain the nature of services.
(d) Explain in detail the stores based retail formats operating in India.
5. Answer any two questions from the following :— 20
(a) Explain the advantages and disadvantages of Credit Card.
(b) Define the term FDI. Discuss the importance of FDI.
(c) Write a note on Elements of Logistics.
(d) What is E-Commerce? Explain the scope of E-Commerce.
6. Write short notes (any two) :— 10
(a) Benefits of B2B transactions (c) KPO
(b) Types of Franchises (d) Significance of Networking

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Yijin Wang



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1. Understanding the eBook Fybcom Question Paper March24
 - The Rise of Digital Reading Fybcom Question Paper March24
 - Advantages of eBooks Over Traditional Books
2. Identifying Fybcom Question Paper March24
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Fybcom Question Paper March24
 - User-Friendly Interface
4. Exploring eBook Recommendations from Fybcom Question Paper March24
 - Personalized Recommendations
 - Fybcom Question Paper March24 User Reviews and Ratings
 - Fybcom Question Paper March24 and Bestseller Lists
5. Accessing Fybcom Question Paper March24 Free and Paid eBooks
 - Fybcom Question Paper March24 Public Domain eBooks
 - Fybcom Question Paper March24 eBook Subscription Services

- Fybcom Question Paper March24 Budget-Friendly Options
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 - ePub, PDF, MOBI, and More
 - Fybcom Question Paper March24 Compatibility with Devices
 - Fybcom Question Paper March24 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Fybcom Question Paper March24
 - Highlighting and Note-Taking Fybcom Question Paper March24
 - Interactive Elements Fybcom Question Paper March24
- 8. Staying Engaged with Fybcom Question Paper March24
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Fybcom Question Paper March24
- 9. Balancing eBooks and Physical Books Fybcom Question Paper March24
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Fybcom Question Paper March24
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Fybcom Question Paper March24
 - Setting Reading Goals Fybcom Question Paper March24
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Fybcom Question Paper March24
 - Fact-Checking eBook Content of Fybcom Question Paper March24
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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