

**BBAIT**  
**COURSE : BITHC-1**  
(Fundamentals of Business)

**Time- 2 Hours**

**Full Marks: 50**

**Answer the following question (Any Five):**

**10x5= 50**

- 1) Define a 'business'. What are the reasons for setting up a business? 3+7
- 2) How do you generate new ideas for business? Distinguish between business and profession. 5+5
- 3) Discuss with suitable examples the various factors important for setting up of a business. 10
- 4) Discuss with suitable examples how financial planning is critically important for the success of a business. 10
- 5) 'Operation plays an important role for the success of any business.' Discuss the statement. 10
- 6) Define 'entrepreneurship.' Outline the desirable characteristics of an entrepreneur. 3+7
- 7) 'The role of MIS is to support business operations.' Discuss the statement with suitable examples. 10
- 8) Discuss with two real life examples how proper leadership can propel a business to great heights. 10
- 9) 'With profit generation as the principal motive a business cannot truly follow ethical guidelines.' Critically evaluate the validity of this claim with your arguments. 10
- 10) Write short notes on: (a) Legal aspects of business. (b) Augmented reality in business. 5+5

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