

# INTRODUCTION TO BUSINESS

**COMMERCE I**

**SEMESTER – I**

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# MODULE – I (BUSINESS)

1. **Introduction** : concept, functions, significance, Traditional & Modern concept of business.
2. **Objectives of business**: steps, classification
3. **New trends in business**: LPG, strategy alternatives , restructuring and turnaround strategies.

## MODULE – II (BUSINESS ENVIRONMENT)

1. Introduction : concept, importance
2. Constituents of BE – internal & external, educational environment  
International environment – WTO and trading blocs

## MODULE – III (PROJECT PLANNING)

1. Introduction: business planning process, project report, feasibility study- types & importance
2. Business Unit promotion: concept, stages, location – factors,
3. Statutory requirements in promotion : licensing procedure, filing returns and other documents.

# MODULE – IV (ENTREPRENEURSHIP)

1. Introduction : concept, factors, entrepreneur & Manager
2. The entrepreneurs : types, competencies, entrepreneurship training and development centres, incentives to entrepreneurs.
3. Women entrepreneurs : problems and promotion.

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## PAPER PATTERN COMMERCE PAPER I & II SEMESTER – I& II W.E.F. 2017-2018

- Q.1 Multiple Choice Questions

(A) Select the most appropriate answer from the option given below      10  
(Any Ten out of Twelve)

(B) State whether the following statements are True or False      10  
(Any Ten out of Twelve)

- Q.2 Answer Any Two of the following Out of Three questions – Module I

- a.
- b.
- c.

15



- Q.5 Answer Any Two of the following Out of  
Three questions –      Module – IV      15
  - a.
  - b.
  - c.
- Q.6 Write notes on Any Four out of Six      20