



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

U.G. DEGREE EXAMINATION – ALLIED

SECOND SEMESTER – APRIL 2025



UCO2AR01 – FUNDAMENTALS OF ENTERPRISE MANAGEMENT

Date: 05-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 & K2 (CO1)

Q. No	Levels	Answer ALL the Questions	(10 x 2 = 20)
1	K1	What is a Hindu Undivided Family?	
2		List out any four types of Sole Trading form of business.	
3		Define e-HRM.	
4		What is Operations Management?	
5		Define Enterprise Management.	
6	K2	What is Business Intelligence?	
7		Specify any two advantages of digital twin technology.	
8		State the types of e-commerce platforms.	
9		Enlist the features of enterprise management.	
10		Mention any two significance of financial literacy for a business.	

SECTION B – K3 & K4 (CO2)

		Answer ALL the Questions	(4 x 10 = 40)
11	K3	Examine the primary and secondary objectives of an enterprise and discuss their role in driving business success.	
12		[OR] Identify the various methods of training used in organisations.	
13		Explain the merits and de-merits of using AI in business.	
14	K4	[OR] Which e-commerce platform do you prefer and what are the reasons for your choice?	
15		Assess the role of CRM in enhancing customer satisfaction and loyalty.	
16		[OR] Examine the challenges of managing a warehouse effectively.	
17		Classify the different sources of finance available to businesses, and how do they impact financial decision-making?	
18		[OR] Draft a well-structured professional resume that effectively highlight your skills and qualifications for a specific job role.	

SECTION C – K5 & K6 (CO3)

		Answer ALL the Questions	(2 x 20 = 40)
19	K5	Describe the effects of recent geopolitical developments on Indian businesses and recommend effective strategies to overcome these challenges.	
20		[OR] Appraise the merits and demerits of a Partnership form of business organisation.	
21	K6	Enumerate the various internal and external sources of recruitment.	
22		[OR] Discuss the 17 Sustainable Development Goals (SDG) with suitable examples.	

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