

E 2460

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2015

First Semester

Common Core 1—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

(Common For Model I, Model II and UGC sponsored B.Com Degree Programme)

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A

*Answer all questions.
Each question carries 1 mark.*

1. Define Privatisation.
2. What do you mean by Globalisation ?
3. Define Marketing.
4. Who is a Stakeholder ?
5. What is KPO ?
6. Define IPR.
7. What is Quality circle ?
8. What is Direct tax ?
9. What is GDR ?
10. Who is a Consumer ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. Define Entrepreneurship.
12. What is meant by Economic Development ?
13. Explain Induction training.
14. Explain the concept of Intangible products.
15. What is Cost of Capital ?
16. What is Green Marketing ?
17. What do you mean by Stakeholder Value Maximisation ?

Turn over

18. Define Private placement.
19. Explain Innovation.
20. Define a Stock broker.
21. What is BIT ?
22. What is BPO ?

(8 × 2 = 16)

Part C (Short Essay)

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the role of Public Sector in Economic Development of India.
24. Who are the Stakeholders of a Business ?
25. Write a short note on Non-Banking Finance Companies.
26. Explain briefly the methods of Issue of New Securities.
27. Discuss different types of Loans.
28. Explain the concept of Quality of Life.
29. State the objectives of RTI Act.
30. What are the features of Consumer Protection Act ?
31. List the types of Business Finance.

(6 × 4 = 24)

Part D (Essay)

*Answer any two questions.
Each question carries 15 marks.*

32. Who is a Consumer ? Is Consumer Protection Act safeguards the interest of Consumer ? Explain.
33. How are funds raised through Primary and Secondary Market in India ?
34. Discuss the various Stakeholders of a Business Organisation.
35. Examine the performance of Public and Private Sector Enterprises in India.

(2 × 15 = 30)