

E 4239

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2016

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 Marks : 80

Part A

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

1. What is meant by public sector ?
2. What is "Managerialism" ?
3. Who is an intrapreneurs ?
4. What are the factors of production ?
5. What are intangible products ?
6. What is KPO ?
7. What is meant by consumer protection ?
8. What do you mean by Plagiarism ?
9. What are the objectives of the Right to Information Act ?
10. What is the Method of Seeking Information ?

(10 × 1 = 10)

Part B

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

11. What are the importance of private sectors ?
12. What are the objectives of government regulation of a business ?
13. Explain the factors to be considered in assessing return on investments.
14. List out the factors affect the savings.
15. State the role of trained manpower for enhancing quality of an organisation.
16. What are the management problems in small and medium scale organisation ?

Turn over

17. Why should consumers be protected ?
18. What information is required to be filed before the consumer courts while filing any complaint ?
19. Explain the procedure of filing appeals at national and state level as per the provisions of consumer protection Act.
20. What are the different types of Intellectual property rights ?
21. What are the different types of benchmarking ?
22. What are the benefits of good corporate governance to a corporation ?

(8 × 2 = 16)

Part C

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

23. What are the importance of public sectors ?
24. What are the merits and de-merits of globalization ?
25. What are the merits of both primary and secondary markets ?
26. Explain the factors to be consider while establishing a business.
27. What are the reasons for failure of benchmarking ?
28. What are the differences between BPO and KPO ?
29. Discuss the objectives of consumer protection Act 1986.
30. What are the information can be obtained from a banker as per the provisions of Right to information Act ?
31. What are the merits of Right to Information Act ?

(6 × 4 = 24)

Part D

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

32. Explain the role of business in economic development.
33. What is meant by stock exchange ? Explain its role.
34. What are the principles and advantages of TQM and Benchmarking ?
35. Explain the advantages and disadvantages of Intellectual Property Rights.

(2 × 15 = 30)