

E 4711

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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2012

First Semester

Common Core Course I—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

(Common for Model I, Model II and UGC sponsored B.Com. Degree Programmes)

Time : Three Hours

Maximum Weight : 25

Section A

Answer all questions.

Each bunch of four questions carries a weight of 1.

I. Choose the correct answer from the choices given :

1 Disinvestment is used to denote :

(a) Globalisation.

(b) Liberalisation.

(c) Privatisation.

(d) Industrialisation.

2 Primary market is also known as :

(a) New issue market.

(b) Secondary market.

(c) Stock market.

(d) Stock Exchange.

3 The IDBI was established on :

(a) July 1, 1974.

(b) July 1, 1954.

(c) July 1, 1963.

(d) July 1, 1964.

4 The maximum age limit of a member of the District Forum is :

(a) 62 years.

(b) 65 years.

(c) 75 years.

(d) 70 years.

II. Fill in the blanks with the suitable answers :

5 _____ sector covers the areas of highest decision-making in an economy.

6 BPO stands for _____.

7 Logo is an example of _____ property.

8 RIT Act was passed in _____.

III. State whether the following are True or False :

9 A business cannot survive long if its operations are against the interests of the society.

10 Corporate governance is a set of rules within a business.

11 Oligopoly is a form of perfect competition.

12 Consumer Disputes Redressal Forum is known as "State Commission".

Turn over

IV. Match the following :—

- | | |
|------------------------|--|
| 13 Globalisation | (a) Computer. |
| 14 Retained earnings | (b) Service. |
| 15 Intangible products | (c) Money market. |
| 16 B2C | (d) Policy. |
| | (e) Savings. |
| | (f) E-Commece. |
| | (g) Liberalisation of international trade. |

(4 × 1 = 4)

Section B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 What is Oligopoly ?
- 18 What is meant by intangible product ?
- 19 Define Corporate governance.
- 20 Define cost of capital.
- 21 Define PSEs.
- 22 What do you mean by BPO ?
- 23 What is trademark ?
- 24 Define TQM.

(5 × 1 = 5)

Section C

*Answer any four questions.
Each question carries a weight of 2.*

- 25 Briefly explain different terms of business.
- 26 Write a short note on Industrial Policy Resolution in 1948.
- 27 State the objectives of privatisation.
- 28 Briefly explain the role of stock exchange.
- 29 What are the powers of the District Forum ?
- 30 Write a short note on the Right to Information Act.

(4 × 2 = 8)

Section D

*Answer any two questions.
Each question carries a weight of 4.*

- 31 Discuss the importance of SLEPT analysis in business.
- 32 Explain the various objectives of Consumer Protection Act, 1986.
- 33 Explain the role of business in economic development.

(2 × 4 = 8)