

E 6867

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2013

First Semester

Common Core 1 – PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

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

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Who is an Entrepreneur?
2. What is meant by stock broking?
3. What is trademark?
4. What is IPR?
5. What is Six Sigma?
6. What is cash credit?
7. What is meant by disinvestment?
8. Who is a stakeholder?
9. What is liberalisation?
10. What is right to information?

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is corporate governance?
12. Explain about shareholders value maximization.
13. What are the features of business environment?

Turn over

14. What is FDI?
15. What is Managerialism?
16. What is TQM?
17. What are the objectives of non-profit enterprise?
18. Explain the features of strategic management.
19. Explain the features of primary market.
20. Explain regulation of business.
21. What is meant by stock exchange cues?
22. What is IPO?

(8 × 2 = 16)

Part C (Short Essay)

Answer any six questions.

Each question carries 4 marks.

23. State the importance of business environment analysis.
24. What are the major objectives of corporate governance?
25. Explain the components of cost of capital.
26. Explain the role of human resources in an organization.
27. Distinguish between entrepreneur and intrapreneur.
28. Distinguish between BPO and KPO.
29. Explain the features of quality of working life.
30. State the features of ROI.
31. Explain the various sources of long term finance.

(6 × 4 = 24)

Part D (Essay)

Answer any two questions.

Each question carries 15 marks.

32. Elucidate the Indian experience of liberalization, privatization and globalization.
33. Explain the role of trained manpower in business.
34. Explain about RTI. State the obligations of public authorities in RTI Act.
35. Consumer Protection Act safeguards the interest of consumers. Explain.

(2 × 15 = 30)