

C.B.C.S.S. B.Com. DEGREE EXAMINATION, NOVEMBER 2009**First Semester****Common Core Course I—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES**

(Common for B.Com Model-I, B.Com. (Vocational—Model II) and
UGC Sponsored B.Com. Programmes)

Time : Three Hours

Total Weight : 25

Section A

*This section consists of **four** bunches of four question each.
Each bunch carries a weight of 1. Answer **all** questions.*

I. Choose the correct answer from the choices given :

- 1 Corporate governance insists the managers to look after the interests of :
(a) The Government. (b) The Board of Directors.
(c) General Public. (d) Stake holders.
- 2 SLEPT analysis is a tool used to analyse :
(a) Business environment. (b) Profitability.
(c) Liquidity. (d) Share value.
- 3 Copyright cover :
(a) The idea expressed. (b) The thought behind an expression.
(c) The book or the product. (d) The form in which expressed.
- 4 Back office outsourcing relates to :
(a) Accounting. (b) Raw materials.
(c) Workmanship. (d) Marketing.

II. Fill in the blanks with the suitable answer given in brackets :

- 5 The oldest form of corporate entity popular in India was _____. (Gana, Pani, Sangha, HUF, Sreni).
- 6 Capital assets are assets used for _____. (Investment of capital, Backing up liabilities, Generating Income, Re-selling)
- 7 The revenue of the firms undertaking infrastructure projects under Build, Operate and Transfer (BOAT) projects is through _____. (Taxes, Subsidies, Toll, Tariffs)

Turn over

- 8 ——— means a dispute where the persons against whom a complaint has been made, denies or disputes the allegations contained in the complaint. (Counter case, Consumer dispute, Consumer grievance, Litigation)

III. State whether the following are true or false :—

- 9 Indian caste system of Chaturvarnya was beneficial to the economy.
10 Any buyer or seller can effect the transaction in the stock exchange directly.
11 BPO increases organisational flexibility of increasing the speed of business processes.
12 A complaint under Right to Information Act should be filed only through an advocate.

IV. Match the following :—

- | | |
|---------------------|----------------------|
| 13 Derivatives | – (a) HYV seeds. |
| 14 Interest | – (b) Six sigma. |
| 15 Short term | – (c) Trade mark. |
| 16 Green revolution | – (d) Rent on money. |
| | – (e) Trade Credit. |
| | – (f) Share market. |

(4 × 1 = 4)

Section B

V. Answer any *five* questions in one or two sentences each. Each question carries a weight of 1.

- 17 Define working capital.
18 What is a mall ?
19 What do you mean by Compensating employee ?
20 Explain the term KPO.
21 What is capital gearing ?
22 Give the difference between patent right and copyright.
23 Define the term Information under RTI Act.
24 What is the main objective of TQM ?

(5 × 1 = 5)

Section C

VI. Answer any *four* questions in not exceeding *one page* each. Each question carries a weight of 2.

- 25 Write a short essay on Liberalisation of Indian Economy.
- 26 Explain the role of Intrapreneur.
- 27 Write a short essay on BPO.
- 28 Elaborate the concept and operation of TQM.
- 29 What is the role of Human Resource Management in an enterprise ?
- 30 Explain the different schemes of Ombudsman in India.

(4 × 2 = 8)

VII. Answer any *two* question in not exceeding *four pages* each. Each question carries a weightage of 4.

- 31 Evaluate the post colonial economy of India.
- 32 Explain the recent trends in marketing.
- 33 Explain the process of operation of Consumer Protection Act in India.

(2 × 4 = 8)