

E 2517

(Pages : 2)

Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2011

First Semester

**Common Core Course I—PERSPECTIVES AND METHODOLOGY OF
BUSINESS STUDIES**

(Common for Model I and Model II and UGC sponsored B.Com. 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 An economy based on the principles of capitalism is :

- | | |
|----------------------|------------------------|
| (a) Planned economy. | (b) Market economy. |
| (c) Mixed economy. | (d) Socialist economy. |

2 A business undertaking established by the combined effort of two or more companies is called :

- | | |
|--------------------|--------------------|
| (a) Joint venture. | (b) Public sector. |
| (c) Govt. company. | (d) None of these. |

3 Privatisation means :

- | |
|---|
| (a) Relaxation of Govt, regulation. |
| (b) Allowing foreign investment. |
| (c) Measures to strengthen private sector. |
| (d) Transfer of ownership of public sector to private sector. |

4 A financial market for raising short-term funds for business is :

- | | |
|---------------------|---------------------|
| (a) Capital market. | (b) Stock exchange. |
| (c) Primary market. | (d) Money market. |

II. Fill in the blanks with suitable answer :

5. The First Five Year Plan introduced by the Government in _____.

6. _____ is a person who starts an enterprise and bears all risks involved in it. _____ is the mental, physical and emotional happiness of an individual.

7. Consumer Disputes Redressal Forum is established by the _____ in each district of the State by notification.

8. The Right to Information Act was passed in _____.

III. State whether the following are True or False :

9. Market economy is a free economy which is based on the principles of capitalism.

10. Legal formalities are necessary to start a sole proprietorship business.

Turn over

11. Globalisation develops extensive worldwide economic relationships between nations.
12. Cost of capital is the minimum rate of return expected by an investor.

IV. Match the following :

- | | |
|---------------------------|---------------------------------------|
| 13 Corporate Governance . | (a) Savings. |
| 14 Call loan | (b) Technology. |
| 15 Software | (c) Money market. |
| 16 Socialism | (d) Ethics and Social responsibility. |
| | (e) Planned economy. |
| | (f) Mixed economy. |
| | (g) Economic activity. |

(4 × 1 = 4)

Section B

Answer any five questions.

Each question carries a weight of 1.

17. What is meant by mixed economy ?
18. What is meant by NPE ?
19. Define Corporate Governance.
20. Who is an intrapreneur ?
21. What is meant by stock broking ?
22. What is meant by TQM ?
23. Define consumer dispute.
24. Define 'information' under Right to Information Act.

(5 × 1 = 5)

Section C

Answer any four questions.

Each question carries a weight of 2.

25. State the features of quality life.
26. Write a short note on the Right to Information Act.
27. State the features of mixed economy.
28. Discuss the importance of SLEPT analysis in business.
29. Briefly explain the components of cost of capital.
30. Briefly explain the various sources of long term finance.

(4 × 2 = 8)

Section D

Answer any two questions.

Each question carries a weight of 4.

31. Explain the use of technology in business organisation.
32. Explain the role of corporate governance in the management of a business.
33. What is consumerism ? Explain the various objectives of Consumer Protection Act 1986.

(2 × 4 = 8)