

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2014**First Semester****Common Core Course I—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES****(Common for Model I, Model II and U.G.C. Sponsored B.Com. Programmes)****(2013 Admission onwards)****Time : Three Hours****Maximum : 80 Marks****Part A (Short Answer Questions)**

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

1. What is privatization ?
2. What is plagiarism ?
3. What is IPR ?
4. What is Deficiency ?
5. What is cost of capital ?
6. What is right to safety ?
7. What is NBFC ?
8. What is ROI ?
9. What is primary market ?
10. What is quality of working life ?

(10 × 1 = 10)**Part B (Brief Answer Questions)**

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

11. What is meant of stock broking ?
12. What are the objectives of globalization ?
13. What is meant by SLEPT ?
14. What is meant by KPO ?
15. Explain marketing mix.
16. What is money market ?
17. What are the important goals of public sector enterprises ?

Turn over

18. What is FII ?
19. Explain about indirect tax.
20. What is benchmarking ?
21. What is LPG ?
22. What are the objectives RTI ?

(8 × 2 = 16)

Part C (Descriptive/Short Essay Type Questions)

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

23. Explain the importance of entrepreneurship.
24. State the features of HRM.
25. Explain about the different stakeholders of business.
26. What are the methods raising funds from primary market ?
27. What are the major objectives of Consumer Protection Act ?
28. Explain the objectives of disinvestment.
29. Explain the recent trends in marketing.
30. Explain the objectives of TQM.
31. Explain the role of corporate governance in the management of a business.

(6 × 4 = 24)

Part D (Long Essay)

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

32. Explain the role business in economic development.
33. Explain the role HRM in an Organisation.
34. Explain the various sources of business finance.
35. Explain the different forums and their role in consumer protection.

(2 × 15 = 30)