



M 8923

Reg. No. :

Name :



First Semester B.Com./B.B.A./B.B.A.(T) Degree (Regular)
Examination, November 2010
BCOM/BBA/BBA(T) (Core) (2010 Admn.)
Course No. 1 : 1B01 COM/BBA/BBA(T)/TTM
Perspectives and Methodology of Business Studies

Time : 3 Hours

Max. WGP : 120

PART – A

This Part consist of **two** bunches of questions carrying **equal** weightage of **one**. Each bunch consists of **four** objective type questions.

Answer **all** questions.

- I. 1) An economic system in which business is privately controlled and operated for profits is known as
- | | |
|--------------|------------------|
| a) Communism | b) Capitalism |
| c) Socialism | d) Mixed economy |
- 2) Public sector undertakings are owned and managed by
- | |
|------------------------|
| a) Government |
| b) Private individuals |
| c) Public |
| d) None of these |
- 3) Working capital means
- | |
|--|
| a) Money invested in total assets |
| b) Money invested in long-term assets |
| c) Money invested in short-term assets |
| d) Money invested in tangible assets |
- 4) Debenture is
- | | |
|-----------------------|---------------------|
| a) Owned capital | b) Borrowed capital |
| c) Short-term capital | d) None of these |
- (W=1) (WGP : 4×1×1=4)

P.T.O.



II. 5) Money market is a financial market for

- a) Long-term borrowing
- b) Selling goods and services
- c) Trading in foreign exchange
- d) Short-term borrowing

6) Presentation of the details of a project is

- a) Project analysis
- b) Project evaluation
- c) Project report
- d) Project identification

7) Share capital is _____ capital.

- a) Long-term
- b) Short-term
- c) Borrowed
- d) None of these

8) Data collected by the researcher for his study is called

- a) Primary data
- b) Tertiary data
- c) Perfect data
- d) Secondary data (W=1) (WGP : $4 \times 1 \times 1 = 4$)

PART – B

Answer **any eight** questions in **one** or **two** sentences **each**. Each question carries a weightage of **one** :

- 9. Define 'economic system'.
- 10. What is meant by innovation ?
- 11. What do you mean by multinational company ?
- 12. Define planned economy.
- 13. Define economic development.
- 14. What do you mean by corporate governance ?
- 15. What is capital market ?
- 16. What is HRD and HRM ?
- 17. What is quality of life ?
- 18. What do you mean by speed reading ?

(W \times 8 \times 1=8) (WGP : $8 \times 4 \times 1 = 32$)



PART – C

Answer **any six** questions. Answer **not** to exceed **one** page. Each question carries a weightage of **two** :

19. Write a note on division of labour.
20. What are the merits and demerits of planned economy ?
21. Explain different sectors of Indian economy.
22. Examine the role of entrepreneurs in economic development.
23. Who are the stake holders of a company ?
24. Write a note on shareholder value maximizations.
25. Explain the role of stock exchanges in business finance.
26. Write a note on the use of technology in business organisations.

(W=6×2=12) (WGP : 6×4×2=48)

PART – D

Answer **any two**. Each question carries a weightage of **four**. Answer **not** to exceed **four** pages :

27. Describe different forms of business entities.
28. Discuss the arguments for and against economic liberalisation.
29. Explain the problems of H.R.M. in large scale organisations.

(W : 2×4=8) (WGP : 2×4×4=32)
