

M 2475



Reg. No. :

Name :



I Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./B.A.
Afsal UI Ulama Degree (CCSS-Reg./Supple./Improv.)

Examination, Nov. 2012

B.Com./B.B.A./B.B.A.T.T.M. – Core Course

1B01 COM/BBA/BBA (T) : PERSPECTIVES AND METHODOLOGY OF
BUSINESS STUDIES
(2010 Adm. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART – A

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

I. Answer **all** questions.

- 1) An economic system in which the Government controls and regulates production, distribution and price is called _____ economy.
 - a) planned
 - b) mixed
 - c) organised
 - d) unorganised
- 2) Economic development refers to
 - a) increase in standard of living
 - b) increase in income
 - c) growth of business
 - d) all of these
- 3) The following is not a principle of co-operation
 - a) voluntary membership
 - b) one member one vote
 - c) democratic management
 - d) one share one vote
- 4) Financial institutions which deal with short term funds in the economy is called
 - a) money market
 - b) capital market
 - c) security market
 - d) forward market

(w = 1)

P.T.O.



II. Fill in the blanks.

- 5) Neighborhood Groups (NHGs) originated in Kerala is popularly known as _____
- 6) Amount invested in machinery and plant is a part of _____ capital.
- 7) Marketing mix contain product, price, place and _____
- 8) Buying and selling of products or service our electronic system such as internet is called _____ (w = 1)

PART – B

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

9. What is meant by 'business for non-profit' ?
10. What is MNCs ?
11. What is public private partnership ?
12. Define joint stock company.
13. What is meant by capital market ?
14. What is stock exchange ?
15. What is HRD ?
16. Define MIS.
17. What is business information ?
18. What is secondary data ? (w = 8×1=8)

PART – C

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

19. Explain the term 'entrepreneurship'.
20. Briefly describe the various sectors of the economy.



21. Enumerate the arguments for economic liberalisation.
22. List the various stakeholders of a company.
23. Write a note on goals of business.
24. What are the features of perfect market ?
25. Explain user friendly software.
26. Give the format of a good project report. (w = 6×2=12)

PART – D

Answer **any two**. **Each** question carries a weightage of **four**.

27. Explain the special features of
 - a) capitalism
 - b) socialism and
 - c) mixed economy
 28. What is meant by public sector undertaking ? List its objectives. Also explain the problems faced by public sector undertakings.
 29. Explain different types of reading. Also explain different types of lectures. (w = 2×4=8)
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