



M 7735

Reg. No. :

Name :

I Semester B.Com./B.B.A./B.B.A. T.T.M. Degree (CCSS-Supple.)
Examination, November 2014
(2010 to 2013 Admn.) (Core Course)
1B01 COM/BBA/BBA(T) : PERSPECTIVES AND METHODOLOGY OF
BUSINESS STUDIES

Time : 3 Hours

Max. Wt. : 30

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. The following is a public sector undertaking
- | | |
|--------------------|-----------------------------|
| a) L.I.C. of India | b) Reliance Industries Ltd. |
| c) Tata Tea Ltd. | d) Dhanalakshmi Bank |
2. Stock exchange is a constituent of
- | | |
|-----------------|-------------------|
| a) Money market | b) Capital market |
| c) Call market | d) NBFC |
3. Equity capital carries
- | | |
|-----------------------------------|-----------------------------------|
| a) a fixed rate of interest | b) a fixed rate of dividend |
| c) a fluctuating rate of interest | d) a fluctuating rate of dividend |
4. Service provided by a college is
- | | |
|-----------------------|---------------------|
| a) Intangible product | b) Tangible product |
| c) Fictitious product | d) None of these |
- (W = 1)**

II. Fill in the blanks :

5. Financial institutions which deal with short term funds is called _____ market.
6. When there is only one seller in the market, it is called _____
7. ERP means _____
8. The data collected by researcher directly is called _____ data. **(W = 1)**

P.T.O.



PART – B

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

9. Define innovation.
10. What is command economy ?
11. Expand :
 - a) F.D.I. .
 - b) M.N.C.
12. What is meant by share value maximisation ?
13. What is non-profit organisation ?
14. State the meaning of NGO.
15. Who is an entrepreneur ?
16. What is 'Quality of Working Life' ?
17. What is meant by knowledge management ?
18. What is E-business ? (W = 8×1=8)

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. Explain the elements of mixed economy.
21. Explain tertiary sector.
22. List the major stakeholders of a company.



23. Define corporate governance examine its need.
24. Enumerate the objectives of public sector undertakings.
25. List the functions of HRM.
26. Explain the ways of diagrammatic representation of data. (W = 6×2=12)

PART – D

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

27. Explain different types of business entities.
28. Discuss the role of business in the economic development of a country.
29. Describe the functions of a) banks and b) Stock exchanges. (W = 2×4=8)