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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024

First Semester

Common Core I—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

(Common for Model I, Model II and U.G.C. Sponsored B.Com. Degree programmes)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. Define the term economic growth.
2. What is meant by managerialism ?
3. Define corporate governance.
4. Define cost of capital.
5. What is cash credit ?
6. What is meant by QWL ?
7. Define quality circle.
8. What is consumerism ?
9. Define Trade Mark.
10. State any *four* objectives of the Right to Information Act 2005.

(10 × 1 = 10)

Turn over





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Part B

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What are the characteristics of a public sector ?
12. Who are the external stakeholders of a business ?
13. State the objectives of non-profit enterprises.
14. What is meant by shareholder value maximization ?
15. Define business environment.
16. What are the factors affecting savings ?
17. State the functions of State Financial Corporations.
18. Write a short note on single window clearance system.
19. Define the term human resource management.
20. State any *four* management problems in small organizations.
21. Explain the constitution of State Commission.
22. What is the RTI Act in banking ?

(8 × 2 = 16)

Part C

*Answer any **six** questions.*

Each question carries 4 marks.

23. Explain the role of business in economic development of a country.
24. Discuss the impact of financial liberalization on economic growth.
25. Describe the role of the government in regulating business in India.
26. Define short term funds and discuss the sources of short term funds ?





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27. What are the methods of raising funds from primary market ?
28. What is manpower planning in human resource management ? Explain how to plan manpower planning at organizational level ?
29. Explain the constitution of National Commission.
30. What is RTI ? Explain the bodies cover under RTI Act 2005.
31. Evaluate the post-colonial economy of India.

(6 × 4 = 24)

Part D

*Answer any **two** questions.*

Each question carries 15 marks.

32. Define business and discuss in detail its economic, social and environmental objectives.
33. Discuss the importance of environment in entrepreneurship. Illustrate with the help of an example.
34. Discuss the current trends in marketing.
35. Explain the consumer disputes redressal agencies and their functions.

(2 × 15 = 30)

