

B. COM DEGREE EXAMINATION - NOVEMBER 2014
FIRST SEMESTER - COMMERCE (COMMON CORE)

COMMON CORE: U1COCOM1: PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

Time: Three Hours

Max. Marks: 75

Section - A

(Answer **all** questions in a word or a sentence. Each question carries **one** mark)

1. What is meant by business?
2. Expand LPG
3. What is an enterprise?
4. What is meant by trade credit?
5. What is meant by training?
6. Expand QWL
7. What is Deficiency?
8. What is "District Forum"?
9. What is Plagiarism?
10. What is Primary Market?

(1 x 10 = 10)

Section - B

(Answer any **eight** questions in not more than 5 sentences. Each question carries **two** marks)

11. Who are the major stake holders of a business?
12. What is meant by managerialism?
13. What is IPO?
14. What is meant by stock broking?
15. What is meant by Quality of life?
16. What is meant by intangible product?
17. What is Restrictive Trade Practice?
18. Which are the four steps of TQM?
19. What is ROI?
20. What are the major sources of Capital?

(2 x 8 = 16)

Section - C

(Answer any **five** questions in not more than 2 pages.
Each question carries **five** marks)

21. Briefly explain the components of cost of capital
22. What are the methods of raising funds from primary market?
23. State the features of HRM
24. Explain six Sigma
25. Explain the types of Benchmarking
26. Explain the objectives of LPG
27. Explain the rewards to factors

(5 x 5 = 25)

Section - D

(Answer any **two** questions in not more than 5 pages.
Each question carries **twelve** marks)

28. Comment on the importance of environment in entrepreneurship
29. Explain the role of HRM in an organization
30. Explain the post-colonial economy of India
31. Explain the Process of operation of Consumer Protection Act in India

(12 x 2=24)
