

Reg. No.....

Name.....

BA/BSc/BCOM DEGREE EXAMINATION OCTOBER 2015

SEMESTER – 1: COMMERCE (COMMON CORE)

COURSE: **U1COCOM1: PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES**
(Supplementary / Improvement)

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 Quality Circle?
2. Expand KPO
3. What is an enterprise?
4. What is meant by trademarks?
5. What is meant by Bench Marking?
6. Expand BPR
7. What is Domestic savings?
8. What is “District Forum”?
9. What is Wages?
10. What is Secondary Market?

(1 x 10 = 10)

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

11. What do you mean by shareholder’s value maximization?
12. What is Corporate Governance?
13. What is BPO?
14. What is meant by stock broking?
15. What is meant by Strategic Management?
16. What is meant by intangible product?
17. What is role of Stock Exchange?
18. Which are the four steps of TQM?
19. What is Six Sigma?
20. What is the role of non-banking financial institutions?

(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 Interest of various stakeholders in a company
22. Explain the role of Public sector in the post-colonial period
23. Explain any five problems related to human resources in a large scale industry
24. Explain ROI
25. List out the features of a co-operative organisation
26. Explain the major sources of capital
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. Explain the contribution of private sector for the economic development of India
29. Explain the recent trends in marketing
30. Discuss the nature of business development in India after Liberalization and Globalization
31. Explain the Process of operation of Consumer Protection Act in India

(12 x 2=24)
