2 copies.

25×2=50

M 11530

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. Degree (CCSS-Reg./Supple./Improv.) Examination, November 2011
Core Course for B.Com./B.B.A./B.B.A. T.T.M./B.A. T.T.M.
1B01 COM/BBA/BBA (T)/TTM : PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES
(2009 Admn.)

Time : 3 Hours

Max. Weightage : 30

PART – A

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

I. Fill in the blanks :

1) Excessive production distribution and consumption are the salient features of
   _____

2) FDI stands for _____

3) Findings of an Investigation is Communicated through _____

4) Oligopoly is a form of _____

II. Choose the correct answer from the choices given :

5) A market of large number of buyers and a single seller is
   a) Perfect Competition   b) Duopoly
   c) Oligopoly   d) Monopoly

6) IPO Means
   a) Indian Public Office   b) Indian Police Organization
   c) Initial Public Offering   d) International Post office

7) Primary objective of a non Profit organisation is
   a) Profit   b) Maximum benefit to share holder
   c) Obtain Incentives from government   d) Welfare of the Society

8) An economy based on the Principles of capitalism is
   a) Planned economy   b) Market economy
   c) Communism   d) Capitalism

(Wt. 2×1=2)

P.T.O.

PART – B

III. Answer **any 8** questions in **one** or **two** sentences **each**. **Each** question carries a weightage of **1**.

9) What is an economic system ?

10) What do you mean by planned economy ?

11) What is BPO ?

12) What do you mean by business ?

13) What is liberalisation ?

14) Define private placement ?

15) What is a secured debenture ?

16) What is Management Accounting ?

17) What is quality of life ?

18) What is a utility software ?

(W = 8×1=8)

PART – C

IV. Answer **any 6** questions. Answer **not** to exceed **one** page. **Each** question carries a weightage of **two**.

19) Discuss the methods of collecting primary data.

20) What is project report ?

21) What is a census survey ?

22) Explain DBMS ?

23) Who are the state holders of a business ?

24) Discuss auxilleries to trade.

25) What are the main merits and defects of capitalism ?

26) Describe the steps involved in the formation of a company.

(W = 6×2=12)

PART – D

V. Answer **any 2**. **Each** question carries a weightage of **four**.

27) Explain the features, advantages and disadvantage of a company.

28) Discuss the Importance of business in the economic development of an economy.

29) Explain the methods used in collecting Primary data for business research.

(W = 2×4=8)

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