Reg. No. : ....

Name : ....

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./ B.A. Afsal-Ul-Ulama Degree (CCSS-Regular/Supple./Improvement) Examination, November 2013
B.COM./BBA/BBATTM – Core Course
1B01 COM/BBA/BBA(T) : Perspectives and Methodology of Business Studies
(2010 Adm. Onwards)

Time : 3 Hours

Max. Weightage : 30

SECTION – A

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

I. 1) A company which is incorporated under the special act of parliament or legislature.

    a) Chartered Co.   b) Statutory Co.

    c) Govt. Company   d) Public Company

2) Minimum number of members in a co-operative society is

    a) 2   b) 7   c) 10   d) 20

3) Indian Companies Act was passed in the year

    a) 1948   b) 1951   c) 1956   d) 1961

4) Under _____ all control of economic power vests in the state.

    a) Capitalism   b) Socialism   c) Communism d) Market economy   **(W = 1)**

II. 5) Banking business relates to

    a) Primary sector   b) Secondary sector

    c) Tertiary sector   d) None of the above

6) Rent is the reward for

    a) Land   b) Labour   c) Capital   d) Entrepreneur

7) Direct taxes does not include

    a) Income tax   b) Corporate tax

    c) Wealth tax   d) Customs duty

8) Data which are collected from published sources are called

    a) Primary data   b) Secondary data

    c) Public data   d) None of the above   **(W = 1)**

SECTION – B

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

9. What is primary sector ?

10. What is trade ?

11. What is NBFC ?

12. What comprises in quality of life ?

13. What is capitalism ?

14. What is human resource development ?

15. What do you mean by quality of work life ?

16. What are shopping products ?

17. What is reverse marketing ?

18. What is data warehouse ?   (W = 8×1=8)

SECTION – C

Answer **any six** questions. **Each** question carries **a** weightage of **two**.

19. What are the features of a partnership ?

20. What are the importance of training to a business enterprise ?

21. What are the sources of short-term capital ?

22. What are the economic functions of stock exchange ?

23. What are the problems of socialism ?

24. What is the impact of technology on organisations ?

25. What are the contribution of business in the development of society ?

26. What are the strategies for active reading ?   (W = 6×2=12)

SECTION – D

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

27. Explain about co-operative society. Differentiate it with company.

28. Explain money market with its features. What are its constituents ?

29. Explain about the role of public sector enterprise in the economy.   (W = 2×4=8)

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