



M 5435

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-UI-Ulama Degree (CCSS-Regular/Supple./Improvement)
Examination, November 2013
B.COM./BBA/BBATM – 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)

P.T.O.



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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