



M 11531

Reg. No. :

Name :



First 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./Improve.) Examination, November 2011
Core Course for B.Com./B.B.A./B.B.A.T.T.M.
(2010 Adm. Onwards)
1 B01Com./B.B.A./B.B.A.(T)
PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

Time : 3 Hours

Max. Weight : 30

PART – A

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

I. Choose the correct answer :

- 1) When the concern of the Government is the welfare of the masses and not a small group of capitalists or corporates, the system is a _____ stage.
a) hands off b) hands on c) hands up d) hands down
- 2) Mining, raising of plants etc. are example of _____ industries.
a) primary b) secondary c) tertiary d) none of these
- 3) GDP means :
a) Growth and Development of Projects
b) Gross Deemed Product
c) Gross Domestic Product
d) None of these
- 4) Service of a hospital is a _____ product.
a) tangible b) intangible c) fictitious d) organizational

(W=1)

II. Fill in the blanks :

- 5) Breaking up of a job into a number of tasks, each of which is assigned to a worker is called _____
- 6) All the internal and external factors that affect a firms marketing decision making is known as marketing _____
- 7) When there are a number of buyers and sellers and perfect information system in the market, the market is known as _____ market.
- 8) ERP means _____

(W=1)

P.T.O.



PART – B

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

- 9) Define economic system.
- 10) What do you mean by market economy ?
- 11) What is innovation ?
- 12) What is tertiary sector ?
- 13) What is corporate governance ?
- 14) What is NGO ?
- 15) What is NBFC ?
- 16) What do you mean by quality of working life ?
- 17) Define marketing mix.
- 18) What is a project report ? (W=8×1=8)

PART – C

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

- 19) Define capitalism. List its merits and demerits.
- 20) Describe the special features of Indian economy.
- 21) Write a note on economic liberalization in India.
- 22) Who are the stake holders of a company ?
- 23) What are the objectives of public sector organizations ?
- 24) Write a note on new generation tanks.
- 25) Describe the important functions of HRM.
- 26) Examine the scope of the use of technology in business organisations. (W=6×2=12)

PART – D

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

- 27) Explain different forms of business organisations.
- 28) Discuss the important sources of long term and short term capital.
- 29) Explain the role of stock exchanges in the economic development of a country. (W=2×4=8)