

C 5104

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Name.....

Reg. No.....

**FOURTH SEMESTER B.Com./B.B.A. DEGREE (SUPPLEMENTARY/  
IMPROVEMENT) EXAMINATION, MAY 2016**

(UG—CCSS)

Common Course

**A 11—BASICS OF BUSINESS AND MANAGEMENT**

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consist of **three** bunches of questions carrying equal weightage.  
Each bunch has **four** questions.  
Answer all **twelve** questions.*

**I. Choose the correct answer from the appropriate word from those given in the brackets :—**

1 Disinvestment is used to denote :

- (a) Liberalisation. (b) Globalisation.  
(c) Privatisation. (d) Industrialisation.

2 IPO means :

- (a) Initial Public Offer. (b) Indian Public Offer.  
(c) Institute of Public. (d) Institute of Public Organisation.

3 BPR is a process of :

- (a) Constructing office building.  
(b) Selection of employees for the business.  
(c) Adopting new technology.  
(d) Re-design of business processes.

4 A financial market for raising short term funds for business is :

- (a) Capital market. (b) Stock exchange.  
(c) Primary market. (d) Money market.

**II. Fill in the blanks with the suitable answers :**

5 \_\_\_\_\_ governs the functions of HUF.

6 \_\_\_\_\_ is the process of buying and selling securities in the market on behalf of the investors.

7 Corporate governance insists the managers to look after the interests of \_\_\_\_\_.

8 A market with single seller is known as \_\_\_\_\_.

Turn over

III. State whether true or false :

- 9 A partnership firm is formed for attaining a social goal.
- 10 An entrepreneur is an innovator.
- 11 VAT is an example of direct tax.
- 12 Liberalisation includes privatisation and globalisation.

(12 × ¼ = 3 weightage)

#### Part B

Answer all **nine** questions.  
Each question carries a weightage of 1.

- 13 Define sole proprietor.
- 14 What is mixed economy ?
- 15 Define corporate governance.
- 16 What is BPO ?
- 17 What is cost of capital ?
- 18 What is primary data ?
- 19 Who is an intrapreneur ?
- 20 What is duopoly ?
- 21 Define primary market.

(9 × 1 = 9 weightage)

#### Part C

Answer any **five** questions.  
Each question carries a weightage of 2.

- 22 What is the relevance of trained manpower for enhanced quality at organisational level ?
- 23 Write a note on different stakeholders of a business firms.
- 24 What are the different types of business finance ?
- 25 Define stock exchange and explain its role.
- 26 What are the public documents which provide secondary data ?
- 27 Explain retail industry.
- 28 What are the advantages of Co-operative Organisations ?

(5 × 2 = 10 weightage)

**Part D**

*Answer any two questions.  
Each question carries a weightage of 4.*

- 29 What is the role of business in economic development ?
- 30 Discuss managerial problems in small, medium and large organisations.
- 31 Explain the role of public sector in India.

(2 × 4 = 8 weightage)