

72344

(Pages : 2)

Name..... 17

Reg. No.....

THIRD SEMESTER B.Com. DEGREE EXAMINATION, NOVEMBER 2014

(U.G.—CCSS)

Common Course

A 11—BASICS OF BUSINESS AND MANAGEMENT

Three Hours

Maximum : 30 Weightage

Part A

I. Answer all *twelve* questions. Multiple Choice Questions :

- 1 Equity shareholders are called :
(a) Executives of the company. (b) Partners of the company.
(c) Owners of the company. (d) Custodians of the company.
- 2 Fishing is included in :
(a) Primary sector. (b) Secondary sector.
(c) Tertiary sector. (d) Quarternary sector.
- 3 Reading requires :
(a) Books. (b) Study room.
(c) Teacher. (d) Mental concentration.
- 4 An economy which combines the principles of both capitalism and socialism :
(a) Marxian. (b) Communist.
(c) Command. (d) Mixed economy.

Fill in the blanks :

- 5 _____ is an enterprise that doesnot distribute profit to owners.
- 6 Income tax in India is administered by _____.
- 7 Data created and stored in electronic form is known as _____.
- 8 A circular chart divided into different sectors is _____.

Answer in a word :

- 9 Online business activities for goods and services.
- 10 In which economic system, the factors of production are commonly owned and controlled.
- 11 What is ROI ?
- 12 Which is the most liquid financial market ?

(12 × ¼ = 3 weightage)

Turn over

Part B

II. Short answer type questions. Answer all *nine* questions :

- 13 What is Overdraft ?
- 14 What is Oligopoly ?
- 15 What is QWL ?
- 16 What do you mean by Right issue ?
- 17 Define Partnership.
- 18 What is Joint venture ?
- 19 Who are the parties in a seminar ?
- 20 What is meant by business research ? State its types.
- 21 Who is an intrapreneur ?

(9 × 1 = 9 weight)

Part C

III. Short essay or paragraph questions. Answer any *five* questions from seven :

- 22 What are the features of primary market ?
- 23 Discuss domestic savings in India.
- 24 What is a business ? State its objectives.
- 25 Comment on "Shareholders value maximisation.
- 26 Distinguish between primary data and secondary data.
- 27 How is training helpful for the development of an individual ?
- 28 Define Joint Stock Company. State its features.

(5 × 2 = 10 weight)

Part D

IV. Essay questions. Answer any *two* questions from three :

- 29 Discuss the methods of learning business informations.
- 30 Define Marketing. What are its objectives ? Discuss the recent trends in marketing.
- 31 Explain raising of funds through financial markets and the types of Business Finance

(2 × 4 = 8 weight)