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Name.....11.....

Reg. No.....

**FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION  
APRIL/MAY 2015**

(U.G.—CCSS)

Common Course

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

Time : Three Hours

Maximum : 30 Weightage

**Part A**

*This part consists of three bunches carrying equal weightage of 1.*

*Each bunch consists of four objective type questions.*

*Answer all questions.*

I. Choose the correct answer :

- 1 A financial market for raising short term funds for business is :
  - (a) Capital market.
  - (b) Secondary market.
  - (c) Primary market.
  - (d) Money market.
- 2 The process of integrating the economy with the world economy is known as :
  - (a) Globalization.
  - (b) Privatization.
  - (c) Liberalization.
  - (d) None of these.
- 3 Government of India nationalized 14 banks in the year :
  - (a) 1957.
  - (b) 1950.
  - (c) 1965.
  - (d) 1969.
- 4 The process of summarizing data in columns and rows :
  - (a) Classification.
  - (b) Tabulation.
  - (c) Summarization.
  - (d) Codification.

Fill up the blanks :

- 5 Presentation delivered to an Audience is known as \_\_\_\_\_.
- 6 \_\_\_\_\_ the first development financial institution in India.
- 7 A partnership firm is formed as per the provisions of the \_\_\_\_\_.
- 8 Agriculture includes in \_\_\_\_\_ Sector of the economy.

Turn over



State whether the following statements are True or False :

- 9 A shareholder is considered as an internal stakeholder in a company.
  - 10 MRTP Act stands Monopolistic Restrictive Trade Practice Act.
  - 11 Issue of shares is a long term source of fund.
  - 12 Perfect monopoly is a market structure characterized by the existence of a single product.
- (12 × ¼ = 3 weightage)

#### Part B

II. Short Answer Type Questions. Answer *all* questions. *Each* question carries 1 weightage :

- 13 What is Non-profit enterprises ?
- 14 Define Intrapreneur.
- 15 What is Managerialism ?
- 16 What is cost of capital ?
- 17 What is General or Unlimited partnership ?
- 18 What is case study ?
- 19 Explain ROI.
- 20 What is meant by on the job training ?
- 21 What is cross tabulation ?

(9 × 1 = 9 weightage)

#### Part C

III. Short Essay or Paragraph Questions. Answer any *five* questions. Each question carries 2 weightage :

- 22 Explain the recent trends in marketing.
- 23 Explain the factors of production and their rewards.
- 24 Elucidate the Indian experience of liberalization, privatization and globalization.
- 25 What is Project Report and explain the steps in the formulation of a project report ?
- 26 Distinguish between primary market and secondary market.
- 27 Discuss the role of trained manpower at organizational and national level.
- 28 Define Partnership and explain its features.

(5 × 2 = 10 weightage)

#### Part D

IV. Essay Questions. Answer any *two* questions. Each question carries 4 weightage :

- 29 Explain the role of business in economic development.
- 30 Discuss management problems in small, medium and large organizations.
- 31 Explain the basic economic system in the country.

(2 × 4 = 8 weightage)