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(Pages : 3)

Name..... **10**.....

Reg. No.....

FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Common Course

A 11—BASICS OF BUSINESS AND MANAGEMENT

(2010 admission onwards)

Time : Three Hours

Maximum : 30 Weightage

Section A

*This section consists of three bunches of questions carrying equal weightage of 1. Each bunch consists of **four** objective type questions. Answer all **twelve** questions.*

I. Multiple Choice :

- 1 In the case of _____ there is separated legal entity.
 - (a) Joint venture.
 - (b) Partnership firm.
 - (c) Joint stock company.
 - (d) Sole trader business.
- 2 Data generated by an investigator is :
 - (a) Investigated data.
 - (b) Primary data.
 - (c) Secondary data.
 - (d) Processed data.
- 3 The primary goal of non-profit enterprise is :
 - (a) Earning profit.
 - (b) Distributing profit to shareholders.
 - (c) Establishing religious institutions.
 - (d) Welfare of the society.
- 4 Mining is included in :
 - (a) Primary sector.
 - (b) Secondary sector.
 - (c) Tertiary sector.
 - (d) Quarternary sector.

Fill in the blanks :

- 5 An economic system of state ownership is _____.
- 6 BPO means _____.

Turn over

- 7 Products which have physical existence are _____.
- 8 The new economic policy of India was announced in _____.

Answer in a word :

- 9 What is ROI ?
- 10 What is a table showing the distribution of two or more variables ?
- 11 What is a market with two sellers ?
- 12 What is the reward for capital ?

(12 × ¼ = 3 weigh

Section B

Short Answer Type.

*Answer all **nine** questions.*

Each question carries a weightage of 1.

- II. 13 Define Government Company.
- 14 What is Secondary Market ?
- 15 What is meant by Disinvestment ?
- 16 Define Money Market.
- 17 What is meant by Innovation ?
- 18 What is Wealth Maximisation ?
- 19 Define Corporate Governance.
- 20 What is Capitalism ?
- 21 What are family entities ?

(9 × 1 = 9 weigh

Section C

Short Essay.

*Answer any **five** questions.*

Each question carries a weightage of 2.

- III. 22 List the demerits of sole trader business.
- 23 Explain Hospitality Industry.
- 24 List the risks involved with Entrepreneurship.
- 25 What are the advantages of Co-operative Organisations ?
- 26 What are the features of Stock Exchanges ?

- 27 Enumerate the management problems in large organisations.
28 What are public documents which provide secondary data ?

(5 × 2 = 10 weightage)

Section D

Essay Questions.

Answer any two questions.

Each question carries a weightage of 4.

- IV. 29 Discuss the factors to be considered while selecting the form of business organisation.
30 Explain the sectors of the economy with business examples.
31 Explain the impact of different market conditions on prices and profit.

(2 × 4 = 8 weightage)