



(Pages : 3)

F – 1923

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2018
First Degree Programme under CBCSS
METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION
(Common for Core Course I – CO 1141/CX 1141/TT 1141/HM 1141/CC 1141
(2014 Adm.) and Foundation Course I – CO 1121/CX 1121/ TT 1121/HM
1121/CC 1121 (2015 Adm. to 2017 Admn.))

Time : 3 Hours

Max. Marks : 80

SECTION – A

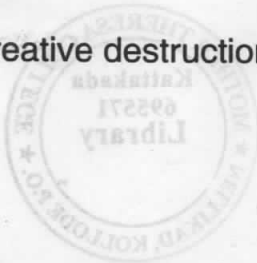
Answer **all** questions, in **one** word to maximum of **two** sentences. **Each** question carries **1** mark.

1. What do you mean by capitalism ?
2. What do you understand by joint ventures ?
3. What is the basic principle on which Co-operatives are organised ?
4. What do you mean by MNCs ?
5. What is globalisation ?
6. What is direct tax ?
7. Explain the meaning of retained earnings.
8. Give two examples of intangible products.
9. Explain the term 'business information'.
10. What is meant by field study ? **(10×1=10 Marks)**

SECTION – B

Answer **any eight** questions, **not** exceeding **one** paragraph **each**. **Each** question carries **2** marks.

11. What is creative destruction ?



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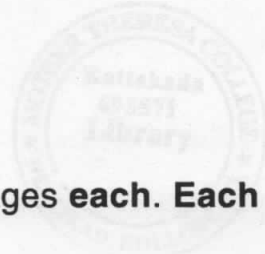


12. What is tertiary sector ?
13. Explain the relation between economic growth and economic development.
14. Give two arguments in favour of liberalisation.
15. Who is a savvy intrapreneur ?
16. What are the economic factors that affect business environment ?
17. What is NBFC ?
18. What is B2C in e-commerce ?
19. What is Enterprise Resource Planning ?
20. Explain the meaning of quality circle.
21. What do you mean by business ethics ?
22. What do you understand by human capital ? **(8×2=16 Marks)**

SECTION – C

Answer **any six** questions, **not** exceeding **120** words **each**. **Each** question carries **4** marks.

23. Explain the salient features of mixed economic system.
24. What are the major techniques of business idea generation ?
25. Discuss various steps in establishing a business.
26. What are the main limitations of sole proprietorship ?
27. 'Self help through mutual help is the main concept of co-operation'. Explain.
28. Briefly explain the factors that determine the savings of an individual.
29. What are different types of preference shares ?
30. State the benefits of training.
31. What are the objectives of public sector ? **(6×4=24 Marks)**



SECTION - D

Answer **any two** questions, **not** exceeding four pages **each**. **Each** question carries **15** marks.

- 32. Compare and contrast between capitalism and socialism.
- 33. What do you mean by economic liberalisation in India ? Critically examine its merits and drawbacks.
- 34. Explain the key functions performed by Human Resource Management.
- 35. What is business information ? Explain different methods of collecting and learning business information. **(2x15=30 Marks)**

SECTION - A

Answer all questions, in one word or a maximum of two words. Each question carries 1 mark.

- 1. What do you mean by automation ?
- 2. What do you understand by job rotation ?
- 3. What is the basic principle on which Co-operatives are organised ?
- 4. What do you mean by MNCs ?
- 5. What is a trademark ?
- 6. What is a patent ?
- 7. Explain the meaning of retained earnings.
- 8. Give two examples of intangible products.
- 9. Explain the term 'business information'.
- 10. What is meant by field study ? **(10x1=10 Marks)**

SECTION - B

Answer any eight questions, not exceeding one paragraph each. Each question carries 2 marks.

- 11. What is a trade mark ?