

Reg. No. : .....

Name : .....

First Semester B.Com. Degree Examination, November 2019

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 managerialism?
2. What is money market?
3. Who is an intrapreneur?
4. What is NBFC?
5. What is Enterprise Resource Management?
6. Give two examples of intangible products.
7. Explain the term 'Business Information'.
8. What is case study?

9. What do you understand by Quality of work life?
10. What is socialism?

**(10 × 1 = 10 Marks)**

SECTION – B

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

11. What do you understand by transnational corporations?
12. What is Quaternary sector?
13. Differentiate between economic growth and economic development.
14. State any two limitations of liberalisation.
15. Who is a savvy intrapreneur?
16. What are the legal factors that affect business environment?
17. Explain the term cost of capital.
18. What do you mean by return on investment?
19. What do you understand by direct tax?
20. What is B2B in e-commerce?
21. Explain the meaning of management information system.
22. What do you mean 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 features of capitalism.
24. Differentiate between equity shares and debentures.
25. What are the different types of loans granted by banks to business entities?
26. List out the benefits of joint ventures.
27. What are the parameters used to measure the economic development?
28. Explain the factors that affect quality of work life.
29. What do you mean by cues in the stock market?
30. 'Self-help through mutual help is the main principle of co-operation'. Explain.
31. What are the important functions of economic system?

**(6 × 4 = 24 Marks)**

## SECTION – D

Answer any **two** questions, not exceeding 4 pages each. **Each** question carries **15** marks.

32. What is business information? Explain different methods of collecting and learning business information.
33. What is environmental analysis? What are the factors to be considered for environmental analysis?
34. What do you mean by economic development? What are the measures of economic development?
35. Explain the term 'Economic system'. What are its functions?

**(2 × 15 = 30 Marks)**