

TB221100V

Reg. No :

Name :

B. Com. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022

**2022 Admissions (regular) 2021 Admissions (Improvement / Supplementary), 2020, 2019, 2018, Admissions
(Supplementary)**

SEMESTER I - CORE COURSE (COMMERCE)(For Finance & Taxation, Capital Market)

CO1B01B18 - DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. List out the SLEPT factors.
2. Explain micro environment.
3. Discuss why globalisation is required for a country like India.
4. Expand NITI Aayog.
5. Differentiate between disintermediation and reintermediation.
6. What do you mean by C2B?
7. Describe M-Commerce.
8. Describe corporate governance.
9. What is transparency and disclosure in corporate governance?
10. Explain Empirical Research.
11. Discuss your idea on pure research.
12. Explain the term applied research by citing an example.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Explain the contributions of Co-operative sector to the development of Indian Economy.
14. Explain BPO. Discuss the various types of BPO.
15. What is B2B E-Commerce and explain the key technologies used in B2B e-commerce?
16. Describe the features of Net banking.
17. Explain the advantages of credit card.
18. Explain the disadvantages of Internet Banking.
19. Distinguish between social responsibility and legal responsibility.
20. Explain the arguments against social responsibility.
21. Explain any five types of Research report.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Elucidate the scope of business.
23. Elaborate on Liberalisation, privatisation and globalisation.
24. Explain the importance of business ethics.
25. Describe the steps or stages in report writing.