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NAME:

**B. COM DEGREE (C.B.C.S.S) EXAMINATION, NOVEMBER 2014
COMMON CORE I – FIRST SEMESTER
COM1PMBS – PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES**

Time: Three Hours

Maximum: 80 Marks

Part A (Short Answer Questions)

Answer all questions. Each question carries 1 mark

1. What is meant by mixed economy?
2. Who appoints the Central Chief Information Commissioner?
3. In which year was the first five year plan introduced?
4. What is a Frivolous complaint?
5. Expand KPO.
6. List the 4P's in marketing.
7. What is IPR?
8. State the different factors of production.
9. What is NBFBI?
10. What is meant by "After Market"? **(10x 1 = 10 Marks)**

Part - B (Brief answer questions)

Answer any eight questions. Each question carries 2 marks.

11. Distinguish between Direct tax and Indirect tax with examples.
12. Explain Plagiarism.
13. Define the term Consumer under Consumer Protection Act.
14. What is meant by Tangible product?
15. What is Quality Circle?
16. Define Business.
17. Explain Strategic Management.
18. What is Corporate Governance?
19. What is Business Environment?

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20. Who are Group Entrepreneurs?
21. Explain any two objectives of RTI
22. Who are the major Stakeholders of business? **(8 x 2 = 16 Marks)**

Part - C (Short essay)

Answer any six questions. Each question carries 4 marks.

23. State the differences between Entrepreneur and Intrapreneur.
24. Explain the basic rights of consumers.
25. What are the objectives of HRM?
26. Which are the different methods of Business Regulation?
27. What are the features of Consumer Protection Act?
28. Discuss the principles of TQM.
29. What are the management problems in large organizations?
30. Which are the different factors affecting savings?
31. Explain the constitution of Central Information Commission. **(6 x 4 = 24 Marks)**

Part - D (Essay)

Answer any two questions. Each question carries 15 marks.

32. Explain SLEPT analysis highlighting its importance in business.
33. What is mobilization of financial resources for business? Also explain the various sources of business finance.
34. Elucidate the factors that decide the functioning of an organization.
35. Describe the different forums and their role in Consumer Protection Act, 1986.

(2 x 15 = 30 Marks)