

FOURTH SEMESTER B.Com. DEGREE EXAMINATION, MARCH 2013

(CCSS)

BC4 A11/BB4 A11—BASICS OF BUSINESS AND MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

Answer all questions.

I. Multiple choice questions :

- 1 An economy based on the principles of capitalism is :

(a) Planned economy.	(b) Market economy.
(c) Mixed economy.	(d) Command economy.
- 2 A market with a single seller and large number of buyers is :

(a) Oligopoly.	(b) Duopoly.
(c) Monopoly.	(d) Perfect competition.
- 3 Jump drive means :

(a) Pen drive.	(b) CD drive.
(c) DVD.	(d) HD drive.
- 4 Data generated by an investigator is :

(a) Primary data.	(b) Investigated data.
(c) Project report.	(d) Secondary data.

Fill in the blanks :

- 5 Manufacturing includes in _____ sector of the economy.
- 6 _____ governs the functions of HUF.
- 7 The voting principles in a co-operative organisation is _____.
- 8 CAIM is a technology used in _____.

Answer in a word :

- 9 In which year Indian Companies Act was passed ?
- 10 Expand LPG.
- 11 Who is an executive works within the frame work of an organisation ?
- 12 Which market provide facilities for the exchange of securities ?

(12 × ¼ = 3 weightage)

Turn over

Part B

II. Short Answer Type Questions. Answer *all* nine questions :

- 13 Define Business.
- 14 What is cash credit ?
- 15 What is meant by Electronic Storage of data ?
- 16 What is meant by Cost of Capital ?
- 17 Who are the major stakeholders of a business ?
- 18 What is meant by socialism ?
- 19 Define Managerialism.
- 20 What is Cross tabulation ?
- 21 What is meant by shareholder value maximisation ?

(9 × 1 = 9 we

Part C

III. Short Essay or Paragraph Questions. Answer any *five* questions from 7 :

- 22 Briefly explain different sectors of the economy.
- 23 What are the objectives of co-operatives ?
- 24 Explain the major steps taken by the Government of India for Globalisation.
- 25 What are the methods of raising funds from primary market ?
- 26 Explain factors of production and their rewards.
- 27 Explain the use of technology in business organisation.
- 28 What are the management problems in small organisations ?

(5 × 2 = 10 we

Part D

IV. Essay Questions. Answer any *two* questions from 3 :

- 29 Discuss the common types of business entities.
- 30 Explain the role of corporate governance in the management of a business.
- 31 Discuss the steps involved in an investigation process.

(2 × 4 = 8 we