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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.) EXAMINATION, JANUARY/FEBRUARY 2018

First Semester

Core—DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

(Common to Model I, II and III)

[2017 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any ten questions.
Each question carries 2 marks.*

1. What is constructive industry ?
2. Who is an internal stakeholder ?
3. Define business environment.
4. What is 'globalisation' ?
5. State any three objectives of disinvestment.
6. What is value chain model ?
7. What is Digital Wallet ?
8. Define Ethics.
9. What is corporate governance ?
10. What is analytical research ?
11. What is interim report ?
12. What is LLP ?

(10 × 2 = 20)

Part B

*Answer any six questions.
Each question carries 5 marks.*

13. Explain the national objectives of business.
14. What are the features of HUF ?
15. What is outsourcing ? What are its merits ?
16. What is Disinvestment and which are the objectives of Disinvestment ?

Turn over

17. What are the limitations of electronic payment system ?
18. Write a short note on B2B and B2C.
19. What are the factors influencing business ethics ?
20. What are the functions of research report ?
21. Distinguish between Research Methods and Research Methodology.

(6 × 5 = 30)

Part C

*Answer any two questions.
Each question carries 15 marks.*

22. Explain the functions, scope and significance of business.
23. Explain liberalisation, privatisation and globalisation with its merits and demerits in Indian context.
24. What do you mean by social responsibility ? Explain the arguments in favour and against of social responsibility of business.
25. Explain the steps in research process.

(2 × 15 = 30)