



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :

Name :

First Semester B.Com. Degree Examination, November 2014

First Degree Programme under CBCSS

Core Course: Commerce – I

AUCO141: Methodology and Perspectives of Business Education

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL questions in one or two sentences.

1. What do you mean by planned economy ?
2. What is innovation ?
3. What is cash credit ?
4. What is Non – Banking Finance Companies ?
5. What is stock exchange cues ?
6. What do you mean by pilot study ?
7. What is meant by green marketing ?
8. What is working capital ?
9. What is monopsony ?
10. What do you mean by application software ?

(10 x 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a short paragraph not exceeding 50 words.

11. Explain the privileges of a private company ?
12. Define joint venture. What are its advantages ?
13. Briefly explain the term ‘globalisation’.
14. Explain any three financial sector reforms.
15. Distinguish between primary market and secondary market.
16. What is meant by retained earnings ? What are its merits ?

(8 x 2 = 16 Marks)

SECTION – C

Answer any **SIX** questions, each in a paragraph not exceeding 120 words.

23. What is Right issue ? Examine the important provisions in the Companies Act relating to Right issue.
24. Explain the responsibilities of presenter of a seminar.
25. State the objectives of human resource planning.
26. Explain the steps involved in setting up a new business enterprise.
27. Which are the taxes levied by Central government ?
28. 'Economic activity of business provides many social benefits'. Elucidate
29. Briefly explain about the stakeholders of business.
30. Examine the role of public sector since independence.
31. Discuss the important functions of stock exchanges.

(6 x 4 = 24 Marks)

SECTION – D

Answer any **TWO** questions, not exceeding four pages.

32. Enumerate the characteristics, merits and limitations of a co – operative form of business organization.
33. Define entrepreneurship. Explain the problems faced by women entrepreneurs in Kerala.
34. Before starting a business, the proprietor has to prepare a project report. Explain the contents of a project report and its significance.
35. Discuss the methods used in collecting primary and secondary data for business research.

(2 x 15 = 30 Marks)

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