



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

First Semester B.Com. Degree Examination, November 2016

First Degree Programme under CBCSS

Core Course: Commerce – I

AUCO141: Methodology and Perspectives of Business Education

(Common for **Regular** – 2016 Admn. and **Improvement** – 2015 Admn.)

Time: **3 Hours**

Max. Marks: **80**

SECTION – A

Answer ALL questions in one or two sentences.

1. What is capitalism ?
2. What do you mean by the term ‘unlimited liability’ ?
3. What is de licensing ?
4. What is managerialism ?
5. Define entrepreneur.
6. What do you mean by ploughing back of profit ?
7. Write a note on quality of work life ?
8. Expand OTCEI.
9. What is symposium ?
10. What is secondary data ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Define planned economy.
12. What is monopsony ?
13. What do you mean by JHF ?
14. What is disinvestment ?

15. Define economic development.
16. State the meaning of feasibility study.
17. What is brain drain ?
18. What is indirect tax ?
19. Write a brief note on outsourcing.
20. Name different techniques for collecting business information.
21. What is money market ?
22. What do you understand by electronic storage of business data ?

(8 × 2 = 16 Marks)

SECTION – C

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

23. What is capital market ? Discuss the functions of capital market.
24. Define HRM. Briefly explain the importance of HRM in an organization.
25. Discuss pros and cons of mixed economic system.
26. “The one man business is the best in the world provided that one man is big enough to manage everything” – Comment.
27. Briefly explain the role of business in economic development of country.
28. What are the major problems of public sector undertakings ?
29. Write a note on legal environment of a business.
30. What is user friendly software ? What are its qualities ?
31. What are the qualities of a good project report ?

(6 × 4 = 24 Marks)

SECTION – D

Answer any TWO questions, not exceeding four pages.

32. What is Joint Stock Company ? Explain its merits and demerits. How a private company is different from a public company ?
33. Explain the concept of Liberalization, Privatization and Globalization.
34. Discuss about the main sources of finance available for business enterprises for meeting short term as well as long term financial requirements.
35. Explain the role and importance of trained manpower for quality improvement in an organization.

(2 × 15 = 30 Marks)

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