



**MAR IVANIOS COLLEGE (AUTONOMOUS)**  
**THIRUVANANTHAPURAM**

Reg. No. :.....

Name :.....

**First Semester B.Com. Degree Examination, November 2015**

**First Degree Programme under CBCSS**

**Core Course: Commerce – I**

**AUCO141: Methodology and Perspectives of Business Education**

*(for 2015 Admissions Only)*

Time: **3 Hours**

Max. Marks: **80**

**SECTION – A**

*Answer ALL questions in one or two sentences.*

1. Explain KPO ?
2. What is meant by Non – Profit Enterprises ?
3. What is Stock Brocking ?
4. What is meant by HRM ?
5. What is MNCs ?
6. What is meant by Managerialism ?
7. What is Documenting ?
8. What is meant by Retained Earnings ?
9. What is meant by Primary Data ?
10. What do you mean by Case Study ?

**(10 × 1 = 10 Marks)**

**SECTION – B**

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

11. What are the important objectives of Public Sector Enterprises ?
12. Distinguish between shareholders value maximization and stakeholders value maximization.

P.T.O.

**1210**

13. What is meant by stock exchange ?
14. What are the basic principles of corporate governance ?
15. Explain the different sectors in an economy ?
16. What are the advantages of using technology in an organization ?
17. What are the components of cost of capital ?
18. Differentiate between data and information ?
19. Explain the role of human resource in an organization ?
20. What are the major techniques used for learning business information ?
21. Who is an intrapreneur ?
22. Differentiate between Banks and NBFIs ?

**(8 × 2 = 16 Marks)**

### **SECTION – C**

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

23. State the features of Joint stock Company ?
24. Explain regulation of business in India.
25. Explain the methods of raising funds from primary market ?
26. State the difference between Entrepreneur and Manager ?
27. Explain recent trends in marketing.
28. State the benefits of diagrammatic representation of data.
29. Explain the role of intrapreneur in an organization.
30. Explain the goals of PSEs.
31. Explain the importance of SLEPT Analysis.

**(6 × 4 = 24 Marks)**

### **SECTION – D**

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

32. Explain the Indian experience of Liberalization, Privatization and Globalization ?
33. Explain various methods of raising of funds through financial market ?
34. Explain the role of trained manpower at individual, organizational and National level ?
35. Explain the different sources of data for an investigation.

**(2 × 15 = 30 Marks)**

∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*∫\*