



QP CODE: 19103064



19103064

Reg No :

Name :

B.Com. DEGREE (CBCS) EXAMINATION, NOVEMBER 2019

First Semester

Core Course - CO1CRT01 - DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

(Common to all B.Com DEGREE Programmes)

2017 Admission Onwards

F9E9ED6C

Time: 3 Hours

Maximum Marks :80

Part A

Answer any ten questions.

Each question carries 2 marks.

1. How the government earns revenue through business units?
2. What is Environmental Analysis?
3. Explain the concept of global business environment.
4. Give two arguments in favour of privatization.
5. Give two causes of globalization.
6. What do you mean by E-Commerce?
7. State the features of a shopping cart?
8. What is a Smart Card?
9. Find the meaning of stakeholder.
10. Conceptualise wealth maximization.
11. Research is to discover the truth. Comment.
12. State the principle objectives of research methodology.

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.





13. Explain the features of public corporation.
14. "Business Environment is dynamic". Discuss.
15. Prepare short notes on "Economic Development."
16. Will outsourcing improve performance?
17. Explain E-Business
18. What are the threats in M-Commerce?
19. Analyse the techniques to improve ethical practices in business.
20. Explain inductive and deductive research reasoning with examples.
21. Differences between pure research and applied research.

(6×5=30) ○

Part C

Answer any two questions.

Each question carries 15 marks.

22. Discuss the various functions performed by an established business organization.
23. Explain the recent economic initiatives of Government of India.
24. "Good corporate governance secures an effective and efficient operation of a company in the interest of all stakeholders". In the light of this statement discuss the need and importance of Corporate Governance.
25. Explain the various steps involved in research process.

(2×15=30) ○

