

QP CODE: 19101065



Reg No :

Name :

B.Com. DEGREE (CBCS) EXAMINATION, DECEMBER 2018

First Semester

Core Course - CO1CRT01 - DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

(Common to all B.Com DEGREE Programmes)

2017 Admission (Reappearance)

402E8377

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What is a joint venture?
2. Explain the concept of Micro environment.
3. What is meant by PSE?
4. What is economic planning?
5. What is 'Make In India' Initiative of the Government of India?
6. Define E-Commerce
7. What is meant by C2C?
8. Write Notes on E-Business
9. Define ethical behavior.
10. Define corporate governance.
11. What do you mean by Quantitative research?
12. What is bibliography?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. "Commerce includes trade and aids to trade"- Substantiate this statement.
14. Explain the factors affecting global business environment.
15. Discuss the impact of liberalization on Indian economy.
16. State in your own words the objectives of Disinvestment





17. What are the security measures to be followed using M-Commerce?
18. Explain the major elements of e-cash payment systems.
19. Discuss the causes of unethical conduct in an organisation.
20. Differences between pure research and applied research.
21. What are the objectives of management research?

(6×5=30)

Part C

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

22. Explain the different objectives of business with necessary examples.
23. Discuss the role of public sector enterprises in India.
24. Describe the term ethical issue. Enumerate the ethical issues relating to business.
25. What are the benefits of research? Explain.

(2×15=30)

