



QP CODE: 18103665



Reg No :

Name :

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

First Semester

Core Course - CO1CRT01 - DIMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

(Common to all B.Com Degree Programmes)

2018 Admission only

264A91EB

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. Give two examples of entrepot trade.
2. How the government earns revenue through business units?
3. Explain the concept of global business environment.
4. What is meant by socialism?
5. What is meant by vertical outsourcing?
6. What is meant by B2B?
7. What are the factors of E-Business?
8. What is M-Commerce?
9. Describe the meaning of Whistle blowing.
10. Examine the concept moral conduct
11. What are the features of Qualitative approach of research?
12. What are the purposes of research report?

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. Explain the contents of a partnership deed.
14. Assess the various micro environmental factors that influence the business policy of an organization.
15. State the meaning and objectives of privatization.





16. Explain the Make in India Initiative.
17. Explain the operation of E-commerce.
18. What are the problems faced by credit cards?
19. Describe the factors affecting organizational ethics.
20. Elucidate the different types of research.
21. Write a short note on research method, research methodology, and its differences.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Who is called as stakeholders of business? Explain the internal and external stakeholders belongs to an organization.
23. Explain the stages and development of business in the Indian economy since independence.
24. Elucidate the arguments for and against Corporate Social Responsibility.
25. What is research and explain its objectives and importance?

(2×15=30)

