



QP CODE: 23104663



23104663

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR/IMPROVEMENT/REAPPEARANCE
EXAMINATIONS, FEBRUARY 2023**

First Semester

**Core Course - CO1CRT01 - DIMENSIONS AND METHODOLOGY OF BUSINESS
STUDIES**

Common for all B.Com Degree Programmes
2017 Admission Onwards
67A4C45A

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.
Each question carries **2** marks.*

1. Describe the term industry.
2. Define a joint stock company.
3. Explain the concept of global business environment.
4. What is meant by back office outsourcing?
5. What is Make In India Initiative of the Government of India?
6. What is meant by P2P?
7. Write Notes on E-Business.
8. What is meant by net banking?
9. Differentiate value and ethics.
10. Briefly describe the term accountability.
11. What are the features of Quantitative approach of research?
12. State the principle objectives of research methodology.

(10×2=20)

Part B

*Answer any **six** questions.
Each question carries **5** marks.*





13. State the need and importance of Environmental Analysis.
14. State the meaning and importance of SWOT Analysis.
15. Prepare short notes on "Economic Development."
16. What is privatization of public enterprises?
17. Comment on the concept of E-Commerce.
18. What are the challenges faced in M-Commerce?
19. Discuss the unethical business practices in India.
20. Explain the importance of research.
21. Elucidate the different types of 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. What is Globalisation? What are its various levels? Is globalisation of Indian economy a matter of public policy choice or compulsion.
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)

