



23145874

QP CODE: 23145874

Reg No :

Name :

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

First Semester

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

Common for all B.Com Degree Programmes

2017 Admission Onwards

37007454

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Give two example of capital goods.
2. Define SWOT Analysis.
3. Explain the concept of global business environment.
4. What is the main objective of privatization?
5. What is meant by front office outsourcing?
6. What do you mean by E-Commerce?
7. Write Notes on E-Business.
8. Name few wireless devices for Mobile Commerce.
9. Specify the meaning of Corporate Social Responsibility.
10. Conceptualise wealth maximization.
11. Explain the term research.
12. Describe Empirical research.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What are the merits of co-operative societies?
14. "Business Environment is dynamic". Discuss.
15. Define Mixed Economic System and examine its various features.
16. Explain the Make in India Initiative.
17. What are the benefits of B2B transactions?
18. Explain the advantages of net banking.
19. Summarise the principles of Corporate Governance.
20. Differentiate Quantitative approach from Qualitative approach 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. Explain the different objectives of business with necessary examples.
23. Explain the stages and development of business in the Indian economy since independence.
24. State the meaning of ethical practices. Explain the arguments for and against business ethics in an organization.
25. Explain the structure and contents of a research report.

(2×15=30)

