

G 1319

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Reg. No.....

Name.....

**FIVE YEAR INTEGRATED B.Com., LL.B. (HONOURS) DEGREE
EXAMINATION, JUNE 2022**

First Semester

FC 3—PERSPECTIVE AND METHODOLOGY OF BUSINESS STUDIES

(2021 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. Mention the different stake holders of Business.
2. Give the features of QWL.
3. What do you mean by Re-Engineering ?
4. Define Corporate Governance.
5. Narrate the problems of Public Sector in India.
6. Describe the factors effecting Savings.

(5 × 3 = 15 marks)

Part B

Answer any three questions.

Each question carries 10 marks.

7. Elucidate the objectives of LPG, highlighting the significance of Liberalization and Globalization in India.
8. How a business would raise funds for its operation ? Also discuss the different lending institutions for business finance.
9. Define Marketing. Elaborate the recent trends in Marketing.
10. Distinguish between Primary and Secondary //markets, describing the different forms of funds from each sector.

(3 × 10 = 30 marks)

Turn over

Part C

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

11. Define Business. State its different forms and objectives.
12. Comment on the importance of different environment in entrepreneurship.
13. Explain the role of trained manpower of individual, family, organizational and national level.

(2 × 15 = 30 marks)