

F 7252

Reg. No.....

Name.....

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

First Semester

FC 3—PERSPECTIVES AND METHODOLOGY OF BUSINESS STUDIES

(2020 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

*Answer any five questions.
Each question carries 3 marks.*

1. Write notes on "Globalisation".
2. Define Entrepreneurship.
3. What is bench marking ?
4. Give the concept of strategic management.
5. What is ROI ?
6. What do you mean by re-engineering ?

(5 × 3 = 15 marks)

Part B

*Answer any three questions.
Each question carries 10 marks.*

7. Distinguish between primary market and secondary market.
8. Discuss the legal and psychological environment for entrepreneurs.
9. Explain the role of business in the economic development.
10. Explain the need and concept of Cost of Capital.

(3 × 10 = 30 marks)

Part C

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

11. Explain the merits and demerits of different short term and long term sources of capital for a business.
12. Discuss the goals for public Sector, Co-operative sector and non-profit organization.
13. Narrate the objectives and methods of government regulations of business. Also discuss the problems of government regulations.

(2 × 15 = 30 marks)