

Reg. No. :

Name :

First Semester B.Com. LL.B. (Five Year Integrated) Degree Examination,
February 2020

**Paper III : METHODOLOGY AND PERSPECTIVES OF BUSINESS
EDUCATION**

Time : 3 Hours

Max. Marks : 80

I. Explain **any five** of the following. Each question carries **2** marks.

1. What are the objectives of business.
2. What is 'case study'?
3. Who is an entrepreneur?
4. What is mixed economy?
5. What is 'ecotourism'?
6. Who is a 'stakeholder' in business concept?
7. What is e-commerce?

(5 × 2 = 10 Marks)

II. Explain **any four** of the following. Each question carries **4** marks.

1. What are the problems faced by Indian family entities?
2. What is 'managerialism'?
3. Differentiate primary and secondary markets.

4. What are the advantages of marketing to business firms?
5. What are the merits of diagrammatic presentation of data?

(4 × 4 = 16 Marks)

III. Explain **any four** of the following. Each question carries **6** marks.

1. What are the advantages of globalisation?
2. What is socialism? Explain the merits of socialism.
3. Explain the factors that affect the growth of entrepreneurship.
4. What are the advantages of electronic data storage?
5. What is a project report? What are its contents?

(4 × 6 = 24 Marks)

IV. Explain **any three** of the following. Each question carries **10** marks.

1. Explain the different sectors of Indian economy.
2. What is a joint stock company? How is it different from partnership?
3. Discuss the financial institutions operating at state level providing business finance.
4. Explain the role of training Human resources in the success of modern business organisation.

(3 × 10 = 30 Marks)