



K15U 0560

Reg. No. :

Name :

I Semester B.B.M. Degree (CCSS – Reg./Supple./Improv.)
Examination, November 2015
(Core Course)

1B01 BBM : METHODOLOGY OF BUSINESS STUDIES
(2014 Admn. Onwards)

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is mixed economy ?
2. What is partnership ?
3. What is private company ?
4. What is factors of production ?

(4× $\frac{1}{2}$ =2)

SECTION – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What is primary data ?
6. What is stock exchange ?
7. What is case study ?
8. What is capitalism ?
9. What is joint stock company ?
10. What is joint venture ?

(4×1= 4)

SECTION – C

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

11. Explain the features of public limited company.
12. Explain the advantages of Joint Hindu Family Business.
13. Explain the factors of long term source of finance.

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14. Explain the objectives of business.
15. What are the features of co-operatives ?
16. Explain the important learning business information.
17. Explain any two non-banking financial institution.
18. Explain the rewards to factors of production. (5×3= 18)

SECTION – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Explain the features of entrepreneurship.
20. Explain the functions of stock exchange.
21. Explain different forms of business organization. (2×8=16)