

Dimensions and Methodology of Business Studies

Sem 1

Module 1

I. Short Answers (2 marks each)

1. What is Business?
2. Define Business.
3. What is genetic industry?
4. What is extractive industry?
5. What is sole proprietorship?
6. What is partnership?
7. What is HUF?
8. What is LLP?
9. Who is an internal stakeholder?
10. Who s an external stakeholder?
11. What is micro environment?
12. What is macro environment?

II. Descriptive Answers (5 marks each)

1. What are the features of business?
2. Write a note on business, profession and employment.
3. Which are the internal functions of business?
4. Which are the external functions of business?
5. Explain the different types of industries.
6. What do you mean by 'aids to trade'?
7. What is the significance of business?
8. Write a note on economic objectives of business.
9. Explain the social objectives of business.
10. Explain the national objectives of business.
11. Write a note on the global objectives of business.
12. Explain the concept of business and development.
13. What are the features of sole proprietorship organisations.
14. What are the advantages of sole proprietorship?

15. Explain the limitations of sole proprietorship.
16. What are the features of partnership?
17. Explain the merits of partnership.
18. What are the limitations of partnership?
19. What are the features of HUF?
20. What are the features of a cooperative society?
21. What are the merits of a cooperative society?
22. What are the limitations of a cooperative society?
23. What are the features of a company?
24. Explain the merits of a company?
25. What are the limitations of a company?
26. What are the features of LLP?
27. What are the features of business environment?
28. Explain the importance of business environment.

III. Long Essays (15 marks each)

1. What is business? Explain the functions of business.
2. Explain the scope of business.
3. Explain the objectives of business.
4. What is business? Explain the different forms of business organisations.
5. What is sole proprietorship? Explain the features and advantages.
6. Explain partnership form of business. What are the advantages and limitations?
7. What is a company form of organisation? Explain its features and merits.
8. Who are the stakeholders of a business?
9. What is business environment? Explain its features and advantages?
10. What is business environment? Explain the components of business environment.

Module 2

I. Short Answers (2 marks each)

1. What is 'liberalisation'?
2. What is 'privatisation'?
3. What is 'globalisation'?
4. What is disinvestment?
5. What do you mean by outsourcing?
6. What is make in India initiative?
7. What is NITI Aayog?

II. Descriptive Answers (5 marks each)

1. Explain the benefits and limitations of liberalisation.
2. What are the benefits of privatisation?
3. What are the limitations of privatisation?
4. What are the advantages of globalisation?
5. What are the limitations of globalisation?
6. What are the objectives of disinvestment?
7. What are the features of current disinvestment policy?
8. What are the benefits of outsourcing?
9. Explain the disadvantages of outsourcing.

III. Long Essays (15 marks each)

1. Explain the development of business in the Indian economy.
2. Examine the role of public sector in the development of business in the Indian economy.
3. Explain the role of private sector in the development of business in the Indian economy.
4. Examine the role of cooperative sector in the development of business in the Indian economy.
5. What is globalisation? Explain the advantages and limitations.
6. What is outsourcing? Explain the advantages and disadvantages.

Module 3

I. Short Answers (2 marks each)

1. What is e-commerce?
2. Define e-commerce.
3. What is e-marketing?
4. What is B2C?
5. What is B2B?
6. What is C2C?
7. What is C2B?
8. What is B2E?
9. What is B2G?
10. What is P2P?
11. What is open auction?
12. What is reverse auction?
13. What is aggregator model?
14. What is infomediary model?
15. What is community model?
16. What is value chain model of e-commerce?
17. What is manufacturer model?
18. What is advertising model?
19. What is subscription model?
20. What is utility model?
21. What is M-commerce?
22. What is F-commerce?
23. What is digital commerce?
24. What is electronic cheque?
25. What is e-cash?
26. What is payPal?

II. Descriptive Answers (5 marks each)

1. What is e-commerce? Give 4 examples of e-commerce.

2. Write a note on e-commerce and physical commerce.
3. Distinguish between e-commerce and traditional commerce.
4. Write a note on e-commerce and e-business.
5. What are the features of e-commerce?
6. Explain any 5 advantages of e-commerce.
7. What are the limitations of e-commerce?
8. How B2C works?
9. Explain the trading process in B2B e-commerce.
10. What is Brokerage model of e-commerce?
11. What is affiliate model of e-commerce?
12. What is mobile commerce?
13. What are the challenges of M-commerce?
14. What is e-payment?
15. What is the importance of electronic payment system?
16. Give any 5 benefits of electronic payment system.
17. What are the limitations of electronic payment system?
18. Explain the electronic cheque payment system.
19. Explain the e-cash payment system.
20. Write a note on smart card based payment systems.
21. Explain the digital token based e-payment system.
22. What is DigiCash?
23. What is payment gateway?

III. Long Essays (15 marks each)

1. What is e-commerce? Explain the features and functions of e-commerce.
2. Explain the operation of e-commerce.
3. What is e-commerce? Explain the advantages of e-commerce.
4. Explain the types of e-commerce.
5. What is B2C? Explain the working of B2C.
6. Explain the models of e-commerce.
7. How e-commerce is classified based on technology involve?

8. What is mobile commerce? Which are the mobile commerce applications? Also explain the advantages of M-commerce.
9. What is electronic payment? Elaborate the advantages and limitations of e-payment.
10. Explain the types of electronic payment systems.
11. Explain the debit/credit card payment system.

Module 4

I. Short Answers (2 marks each)

1. What is ethics?
2. What is business ethics?
3. What is CSR?
4. What is corporate governance?
5. Define corporate governance.
6. What is ethical leadership?

II. Descriptive Answers (5 marks each)

1. What are the features of business ethics?
2. What is the need for business ethics?
3. Explain any 8 principles of business ethics.
4. What are the factors influencing business ethics?
5. What is the purpose of business ethics?
6. Write a note on social responsibility of business.
7. What are the objectives of social responsibility?
8. Explain any 5 principles of CSR.
9. Explain any 5 benefits of CSR.
10. Discuss the arguments in favour of social responsibility of business.
11. Discuss the arguments against social responsibility of business.
12. Explain the concept of corporate governance.
13. Elaborate the principles of corporate governance.
14. What are the benefits of corporate governance?

15. Give any 5 limitations of corporate governance.

III. Long Essays (15 marks each)

1. What is business ethics? Explain the features and importance of business ethics.
2. Elaborate the factors influencing business ethics. Discuss the arguments in favour and against business ethics.
3. What is CSR? Explain the principles and benefits of CSR.
4. Discuss the responsibility of corporate towards different interest groups.
5. What is corporate governance? Elaborate the importance and objectives of corporate governance.
6. What is corporate governance? Elaborate the benefits of corporate governance.

Module 5

I. Short Answers (2 marks each)

1. What is research?
2. Define research.
3. What is qualitative research?
4. What is quantitative research?
5. What is pure research?
6. What is applied research?
7. What is exploratory research?
8. What is analytical research?
9. What is business research?
10. What is financial research?
11. What is competitive analysis?
12. What is industry analysis?
13. What is management research?
14. What is technical report?
15. What is popular report?

16. What is interim report?

II. Descriptive Answers (5 marks each)

1. What are the objectives of research?
2. Distinguish between qualitative and quantitative research.
3. What are the advantages of qualitative research?
4. What are the limitations of qualitative research?
5. What are the advantages of quantitative research?
6. What are the limitations of research?
7. Write a note on inductive reasoning.
8. What is deductive reasoning?
9. What is descriptive research?
10. What is empirical research?
11. Explain the types of business research.
12. What are the objectives of management research?
13. Write a note on research methods and methodology.
14. What is research report?
15. What are the functions of research report?

III. Long Essays (15 marks each)

1. What is research? Elaborate the importance of research.
2. What is research? Explain the different types of research.
3. What is business research? Elaborate the types of business research.
Also explain the elements of business research.
4. Elaborate the research process.
5. What is research report? Explain the types of research report.
6. Explain the components of a research report.

MAHATMA GANDHI UNIVERSITY

Model Question Paper

**FIRST SEMESTER B.COM DEGREE PROGRAMME EXAMINATION
(Common for Model-I, Model-II (Vocational) and UGC Sponsored
Programme)**

Time: Three Hours

Maximum Marks: 80

Answers may be written either in English or in Malayalam.

DIAMENSIONS AND METHODOLOGY OF BUSINESS STUDIES

Section A

Answer any 10 questions.

Each question carries 2 marks

1. What is micro environment?
2. Who is an internal stakeholder?
3. What is LLP?
4. What do you mean by outsourcing?
5. What is disinvestment?
6. What is B2C?
7. What is M-commerce?
8. What is advertising model?
9. What is CSR?
10. What is corporate governance?
11. What is pure research?
12. What is technical report?

(10x2=20)

Section B

Answer any 6 questions.

Each question carries 5 marks

13. Write a note on economic objectives of business.
14. Explain the importance of business environment.
15. What are the advantages of globalisation?
16. What is payment gateway?
17. What are the challenges of M-commerce?

18. Explain any 8 principles of business ethics.
19. What are the benefits of corporate governance?
20. Explain the types of business research.
21. Write a note on inductive reasoning.

(6x5=30)

Section C

Answer any 2 questions.

Each question carries 15 marks.

22. Explain partnership form of business. What are the advantages and limitations?
23. What is globalisation? Explain the advantages and limitations.
24. What is CSR? Explain the principles and benefits of CSR.
25. What is research report? Explain the types of research report.

(2x15=30)