

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BCom DEGREE EXAMINATION MAY 2023
(First Semester)**

Branch – **COMMERCE (PROFESSIONAL ACCOUNTING)**

BUSINESS AND COMMERCIAL KNOWLEDGE

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

1. Choose from the following which is additional paid-in capital in excess of par value that an investor pays when buying shares from an issuing entity.

i) Labour surplus economy	(ii) Capital surplus economy
(iii) Developed economy	(iv) developing economy
2. Identify the actual meaning of Micro economics
 - i) Inflation in the country
 - ii) The economic behavior of an individual unit
 - iii) The per capita income
 - iv) The problems of poverty and unemployment in the country
3. In a competitive economy, indicate the uncrowned king from the following.

i) Government	ii) Producer	iii) Consumer	iv) Seller
---------------	--------------	---------------	------------
4. Which of the following is a direct beneficiary of IFCI?

i) Agro based industry	ii) service industry
iii) Capital & Intermediate goods industry	iv) All of the above
5. Find the other name for Internet banking

i) E-banking	ii) online banking	iii) cloud banking	iv) Both (a) and (b)
--------------	--------------------	--------------------	----------------------

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a) Classify the objectives of business.
OR
- b) Illustrate the difference between Profession and Employment.
- 7 a) Determine the importance of business environment for an organization to succeed.
OR
- b) State the elements of Macro environment.
- 8 a) Evaluate the influence of government policies in global business.
OR
- b) Explain the impact of liberalization in the economy of developing countries like India.
- 9 a) Analyze the need for RBI in regulating economical fluctuations in the country.
OR
- b) Recommend any two Funding Institutions for the growth of rural based companies.
- 10 a) Explain the concepts a) Equity b) Bidding c) Unit value
OR
- b) Evaluate the importance of advertising in business.

Cont...

SECTION -C (30 Marks)

Answer any **Three** questions

ALL questions carry **EQUAL** Marks

(3 x 10 = 30)

11. Appraise the non-economic activities in the country.
12. Predict the importance of competition in business environment.
- 13 Differentiate the impact of liberalization and globalization on Indian companies.
- 14 Elucidate any two non- funding institutions in India to develop business organization.
- 15 Create the strategies for effective distribution, positioning and dealing competition in textiles.

Z-Z-Z

END