

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BCom DEGREE EXAMINATION DECEMBER 2023
(First Semester)

Branch - COMMERCE (PROFESSIONAL ACCOUNTING)

BUSINESS AND COMMERCIAL KNOWLEDGE

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 1 | Sustainable Development/ Businesses imply: a) Consistent economic performance b) Attention to social problems c) Harmony with nature d) All the above | K1 | CO1 |
| | 2 | Head of a Hindu Undivided Family is called a) Father b) Karta c) Coparcener d) Mitakshara | K2 | CO1 |
| 2 | 3 | Study of human population is called as a) Political Environment b) Demographic Environment c) Global Environment d) Economic Environment | K1 | CO2 |
| | 4 | Which environmental factors regulate the values and beliefs, traditions and customs of society? a) Political-legal factors b) Technological factors c) Economic factors d) Socio-cultural factors | K2 | CO2 |
| 3 | 5 | Which one of the following is not an FMCG Company? a) ITC b) Dabour c) HUL d) Maruti | K1 | CO3 |
| | 6 | Simplification of trade restrictions related to import is an example of: a) Globalization b) Privatization c) Disinvestment d) Aggregation | K2 | CO3 |
| 4 | 7 | When was SEBI constituted? a) 1988 b) 1990 c) 1986 d) 1989 | K1 | CO4 |
| | 8 | Which one of the following is not the role of the Competition Commission of India? a) To promote practices having adverse effect on competition. b) To promote and sustain competition in markets. c) To protect the interests of consumers d) To ensure freedom of trade carried on by other participants in markets in India. | K2 | CO4 |
| 5 | 9 | A portion of the after-tax profits paid out to the owners of a business as a return on their investment is: a) Dividend b) Expense c) Expenditure d) Deferred income | K1 | CO5 |
| | 10 | When two or more companies come together to expand their business operations, a) Joint venture b) Acquisition c) Consolidation d) Merger | K2 | CO5 |

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 11.a. | Explain Economic Activities. | K3 | CO1 |
| | | (OR) | | |
| | 11.b. | List out the objectives of Business. | | |
| 2 | 12.a. | Bring out the importance of business environment. | K4 | CO2 |
| | | (OR) | | |
| | 12.b. | Analyse the strategic response to the environment. | | |
| 3 | 13.a. | Summarise the overview of selected any five Indian companies. | K4 | CO3 |
| | | (OR) | | |
| | 13.b. | State the government policies for business growth. | | |
| 4 | 14.a. | Explain RBI | K4 | CO4 |
| | | (OR) | | |
| | 14.b. | Describe Securities Exchange Board of India. | | |
| 5 | 15.a. | Show any five marketing terminologies. | K4 | CO5 |
| | | (OR) | | |
| | 15.b. | Outline any five other business terminologies. | | |

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 16 | Discover the forms of Business Organisation. | K4 | CO1 |
| 2 | 17 | Examine the elements of macro environment. | K4 | CO2 |
| 3 | 18 | Enumerate the Nature and Components of Public Policy Process. | K4 | CO3 |
| 4 | 19 | Discuss – Government as a business Facilitator. | K4 | CO4 |
| 5 | 20 | Trace the finance, stock and commodity market terminologies. | K4 | CO5 |

Z-Z-Z

END