

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

**BCom DEGREE EXAMINATION DECEMBER 2022
(First Semester)**

Branch – **COMMERCE WITH 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 the central problems of an economy arise because of ____
 (i) Unlimited wants (ii) Scarce resources having alternative uses
 (iii) Limited wants and unlimited resources (iv) Both (i) and (ii)
- 2 Find the reason for Economics is called as a science ____
 (i) Systematized study (ii) Scientific laws
 (iii) Has its own methodology (iv) All the above
- 3 In which one of the following countries both private and public sector exist side by side?
 (i) China (ii) USA (iii) India (iv) Russia
- 4 Identify the Indian Development Bank
 (i) RBI (ii) SEBI (iii) SIDBI (iv) IRDA
- 5 Which is not a "P" of marketing?
 (i) Product (ii) Plan (iii) Place (iv) Promotion

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a Justify the importance of Business Commercial Knowledge.
OR
 b Analyze the differences in economic and non-economic activities.
- 7 a State the importance of Business Environment in business.
OR
 b Mention the main policies of government towards business.
- 8 a Recommend any three existing government schemes for business growth in India.
OR
 b Determine the benefits of inward foreign direct investment.
- 9 a Explain the role of RBI as a business facilitator.
OR
 b Prepare the support of NABARD in business development.
- 10 a Discuss on promotion, brand and USP.
OR
 b Sketch out the examples for accounts payable, accounts receivable and ROI.

SECTION -C (30 Marks)

Answer any Three questions

ALL questions carry EQUAL Marks (3 x 10 = 30)

- 11 Asses the importance of economic activities of an individual for the growth of the country.
- 12 Interpret the impact of political environment on business with examples.
- 13 Enumerate the drawback of private organizations in India.
- 14 Determine the various functions of SEBI in regulating stock market.
- 15 Plan a marketing strategy for developing two-wheeler business using
 a) standardization of products b) resale value of the products.

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BUSINESS COMMUNICAITON

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The term "communis" derived from ___ word.
(i) Greek (ii) Latin
(iii) Chinese (iv) English
- 2 The Blooms taxonomy model were named after _____.
(i) Benjamin Bloom (ii) Bloom Benjamin
(iii) Boston Bloom (iv) Boston Benjamin
- 3 A _____ includes rules for forming compound words, abbreviating technical terms, and writing unusual or difficult words
(i) Appendix (ii) List of references
(iii) Bibliography (iv) Glossary
- 4 An informal report is usually in the form of a _____ communication.
(i) Person to person (ii) Prescribed form
(iii) Regular intervals (iv) Authoritative
- 5 A _____ focuses on your skills and experience, rather than on your chronological work history
(i) Functional resume (ii) Mini resume
(iii) Combination resume (iv) Chronological resume

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Bring out the Characteristics of Communicaiton.
OR
b Explain the Barriers of Communication.
- 7 a Narrate the Significance of Note Making.
OR
b Narrate the Steps to Comprehend.
- 8 a Describe the Process of Writing.
OR
b Analyse the Do's of Precis Writing.

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