

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/MANAGEMENT/  
COMMERCIAL PRACTICE, NOVEMBER - 2023  
FUNDAMENTALS OF BUSINESS**

[Maximum Marks : 75]

[Time : 3 hours]

**PART-A**

**I. Answer all the following questions in one word or sentence. Each question carries 1 mark.**

**(9x1=9 marks)**

		Module Outcome	Cognitive level
1	The aim of business is to earn.....	M1.01	R
2	The minimum number required to form a partnership firm is.....	M1.02	R
3	Memorandum of Association defines the relationship between the company and.....	M2.01	R
4	Promotion is the.....stage in the formation of the company.	M2.03	R
5	.....is called the birth of certificate of the company.	M2.03	R
6	A wholesaler is an intermediary between manufacturer and.....	M3.01	R
7	Hawker is an example of .....trader.	M3.02	R
8	BPO stands for.....	M4.03	R
9	M commerce stands for.....	M4.04	R

**PART B**

**II. Answer any Eight questions from the following. Each question carries 3 marks.**

**(8x3=24)**

		Module Outcome	Cognitive level
1	Explain any three advantages of partnership.	M1.04	U
2	List out the features of Limited Liability Partnership.	M1.04	R
3	Define Memorandum of Association and name its clauses.	M2.01	U
4	Describe the features of Joint stock companies.	M2.01	U
5	M/s Asha Associates is a Pvt. Ltd. Company which decides to issue prospectus to invite public for the subscription of its shares. Is it possible? Comment.	M2.01	A
6	State the benefits of external trade.	M3.03	R
7	Describe the problems of international trade.	M3.03	U
8	Write short notes on the following: a. Certificate of origin b. Mate's receipt	M3.04	U
9	List out the demerits of network marketing.	M4.01	R
10	Discuss the features of franchising.	M4.02	U

### PART C

Answer **all** questions from the following. Each question carries 7 marks.

**(6x7=42marks)**

		Module Outcome	Cognitive level
III	“One man control is the best in the World”. Comment. <b>OR</b>	M1.03	U
IV	Following are some examples of industries: Fishing, construction of bridge, cement factory, poultry farming, oil drilling, building construction, textile industry. Classify these industries under suitable heads.	M1.01	A
V	Compare soleproprietorship and partnership form of business. <b>OR</b>	M2.04	U
VI	Discuss the stages in Incorporation of a company.	M2.03	U
VII	Mr. Anil and Sunil registered a company in Kerala. Can they transfer their registered office to Karnataka? Give reason. <b>OR</b>	M2.01	A
VIII	Distinguish between Public Company and Private Company.	M2.01	U
IX	State the meaning of internal trade and its classification. <b>OR</b>	M3.01	R
X	Briefly explain the role of WTO.	M3.03	U
XI	Describe the import procedures. <b>OR</b>	M3.04	U
XII	Explain various types of retailers.	M3.02	U
XIII	Explain the benefits of KPO. <b>OR</b>	M4.03	U
XIV	Describe the various types of e-commerce.	M4.04	U

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