

TED (15) – 1142

(REVISION — 2015)

Reg. No.

Signature

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE — APRIL, 2018

BUSINESS STUDIES

[Time : 3 hours

(Maximum marks : 100)

PART — A

(Maximum marks : 10)

Marks

I Answer *all* questions in one or two sentences. Each question carries 2 marks.

1. Define business.
2. State the meaning of prospectus.
3. Recognize internal trade.
4. State the meaning of third party insurance.
5. Define joint stock company.

(5×2 = 10)

PART — B

(Maximum marks : 30)

II Answer any *five* of the following questions. Each question carries 6 marks.

1. Explain the characteristics of partnership firm.
2. Distinguish between shares and debenture.
3. Outline the characteristics of internal trade.
4. Distinguish between life and general insurance.
5. Summarise the advantages of sole proprietorship.
6. Explain different types of companies.
7. Explain the meaning of fire and marine insurance.

(5×6 = 30)

PART — C
(Maximum marks : 60)

(Answer *one* full question from each unit. Each full question carries 15 marks.)

UNIT — I

III Define industry. State the various classification of industry. 15

OR

IV Distinguish between private company and public company. 15

UNIT — II

V Explain the memorandum of association and its contents. 15

OR

VI Describe the term prospectus and its contents. 15

UNIT — III

VII Distinguish between wholesaler and retailer. 15

OR

VIII Explain the procedure involved in export trade. 15

UNIT — IV

IX Explain the principles of insurance. 15

OR

X Explain the different types of marine insurance policies. 15
