



- (g) Define the term organisation.
- (h) Define network of objective.

**SECTION 'B'**

Note : Attempt any two parts of the following :  $6 \times 2 = 12$

- 2. (a) Describe steps of establishing a new business.
- (b) Explain private limited company and its features.
- (c) Differentiate between long term and short term finance.
- (d) "The success in business is synonymous of the success in marketing". Elaborate.

**SECTION 'C'**

Note : Attempt all question from this section. Attempt any two question :  $8 \times 5 = 40$

- 3. (a) Define organisational structure and its types.
- (b) Give argument for and against corporate social responsibility.

- (c) Distinguish between share and debenture.
4. (a) Differentiate between line and line and staff organisation.
- (b) What do you mean by scalar chain? Explain with suitable example.
- (c) Describe objectives and functions of ICICI.
5. (a) Write a note on state financial corporation.
- (b) "Working capital is a life blood of an organisation". Comment.
- (c) Describe the importance of distribution channel.
6. (a) Describe marketing mix in detail.
- (b) Discuss with suitable example the functions of modern marketing.
- (c) Define advertisement and also explain its objectives.



