S.No.: 429

BBAL2102

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PAPER ID: 29102	Roll No.							

BBA LLB (Int.) Examination 2018-19

(First Semester)

BUSINESS ORGANIZATION

Time: Three Hours]

[Maximum Marks: 60

Note: Attempt all questions.

SECTION'A'

1. Attempt all parts of the following:

 $1 \times 8 = 8$

- (a) Define partnership deed.
- (b) Meaning of organising.
- (c) Define primary market.
- (d) What is publicity?
- (e) Define the term overdraft.
- (f) Meaning of segmentation.

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- (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.

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