

S.No. : 106

BBAL 3101

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 39101

Roll
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BBA LLB (Integrated)

Examination 2019-2020

(Odd Semester)

BUSINESS ORGANIZATION

Time : Three Hours

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION - A

1. Attempt all parts of the following : 8 × 1 = 8
- (a) Define organising.
 - (b) Meaning of equity.
 - (c) Define partnersip deed.
 - (d) Define sales promotion.
 - (e) Define primary market.
 - (f) IFCI stands for.

[P. T. O.]

(g) Define joint stock company.

(h) What is publicity.

SECTION - B

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

(a) Explain business system and describe its various characteristics.

(b) What considerations should be kept in mind in the choice of a suitable form of business organisation.

(c) Explain channels of distribution. Discuss the factors that guide the choice of channels of distribution in a Large business organisation.

(d) What is Risk? Explain the various causes of business risk.

SECTION - C

Note:- Attempt all questions. Attempt any two parts from each question. $5 \times 8 = 40$

3. (a) Explain the various factors affecting working capital requirements of a business enterprise.

- (b) What are business objectives? What is the significance of objectives.
 - (c) Explain line, staff and functional relationships in an organisation.
4. (a) What is sole proprietary firm. Explain with the help of suitable example.
- (b) Explain Private Limited Company, and also explain its features.
- (c) Explain partnership firm and its advantages.
5. (a) Define business finance and also explain its need and importance.
- (b) Explain medium term financing and its sources.
- (c) Describe objectives of ICICI.
6. (a) Describe 4P's of marketing with example
- (b) Discuss the term 'Advertisement' and its objectives.
- (c) Describe 'Scalar Chain'.
