

- (d) What are the 4 P's of marketing?
- (e) What are debentures?
- (f) What is meant by line and staff?
- (g) Explain the full form of IDBI.
- (h) Explain the concept of Scaler chain.

SECTION-B

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

- (a) What is an organisation? What are its objectives?
- (b) What are the points to be covered in a partnership deed?
- (c) Why is there a need for business finance?
- (d) How is advertisement different from sales promotion?

SECTION-C

Note :- Attempt all questions. Attempt any two part from each question. $10 \times 4 = 40$

- 3. (a) What are the preliminary consideration which a businessman should keep in mind when selecting a form of organisation?
- (b) What do you understand by sole trading concern? Explain the advantages and disadvantages.
- (c) What are the social responsibilities of a business organisation?
- 4. (a) What are the characteristics of a joint stock company?
- (b) What are the advantages and disadvantages of a partnership form of organisation?
- (c) What are the various legal requirements for a company to register as per Companies Act 2011?
- 5. (a) Explain : IFCI and SFC in brief.
- (b) What are the long term financing methods?
- (c) What is security market? Briefly introduce the types of markets.

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6. (a) "Advertising is a milestone round the neck of a product". Comment.
- (b) What are the objectives of sales promotion?
- (c) Differentiate between shares and debentures.

No. of Printed Pages : 4
Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 29102	Roll No.								
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BBA LLB (Int.) Examination 2017-2018

(First Semester)

(Special Carry Over Paper)

BUSINESS ORGANIZATION

Time : 3 Hours]

[Maximum Marks : 60

Note :- Attempt all questions.

SECTION-A

1. This section containing very short answer type question.
Attempt all parts of the following : $8 \times 1 = 8$
- (a) Define primary market.
- (b) Give two features of joint stock company.
- (c) What do you mean by a business organisation?