

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

PAPER ID : 9102

Roll
No.

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Int. LLB Examination 2014-15

(First Semester)

BUSINESS ORGANIZATION

Time : 3 Hours]

[Maximum Marks : 100

Note :- Attempt all questions.

SECTION - A

1. Fill in the blanks. All parts are compulsory. $20 \times 1 = 20$
 - (a) is the pack of four set variables product, price, place and promotion.
 - (b) In principle of an employee gets orders only from one superior via.....
 - (c) organisation is also known as vertical organisation.
 - (d) Unlimited liability is characteristics of
 - (e) In relationship of principal and agent exists.

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- (f) has a separate legal entity.
- (g) Share holder is the of the company.
- (h) contains rules and regulations framed for the internal management of the company.
- (i) is wider than selling.
- (j) Retained Earning is term source of finance.
- (k) share holders have a prior claim over the earnings of the firm.
- (l) Full form of ICICI is
- (m) Factoring is term source of finance.
- (n) Delegation means sharing with subordinates.
- (o) Responsibility be delegated.
- (p) Line organization is the type of organisation. (oldest / latest)
- (q) Functional Organisation was developed by
- (r) Group of interrelated individuals that direct flow of products to consumers are known as channels.

(s) Free samples, price reduction are examples of

.....

(t) Transportation belongs to and of marketing.

SECTION - B

Note :- Any three questions to be answered. :3×10=30

2. Write short notes on :

(a) Principle of unity of command. 5

(b) Private company. 5

3. Differentiate between marketing and selling. 10

4. Differentiate between Memorandum of Association and Articles of Association. 10

5. Discuss sales promotion and give few of its modes. 10

6. Write a note on security market. 10

SECTION - C

Note :- All questions are compulsory. Each question has internal choices. 5×10=50

7. (a) What do you understand by Social Responsibility of business? Discuss the various factors that gave rise to this concept.

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OR

- (b) Discuss the term organization and discuss in detail the various principles of organization. 10
8. (a) What do you understand by sole proprietorship? Discuss the features of sole proprietorship. 10

OR

- (b) What do you understand by partnership? Explain the importance and contents of partnership deed. 10
9. (a) Discuss the various long term sources of finance for a business firm. 10

OR

- (b) Briefly discuss stock exchange and give its functions. Discuss any two stock exchanges of India. 10
10. (a) Explain distribution channel and discuss its importance. 10

OR

- (b) Explain advertising and give its objectives.

11. (a) Discuss the various factors that influence Marketing Mix. 10

OR

- (b) Discuss a public company in brief the various elements of a joint stock company.
