



**SECTION – B**

2. Attempt any two parts of the following :  $2 \times 6 = 12$
- (a) Write short notes on corporate social responsibilities.
  - (b) Discuss the various principles of organisation.
  - (c) What is partnership deed?
  - (d) Discuss the various characteristics of a good advertisement.

**SECTION – C**

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

3. (a) Explain the concepts of business organisation and its objectives with suitable example.
- (b) Define company. Discuss the various elements of a company.
- (c) What do you understand by partnership firm? Explain with suitable example.
4. (a) Write short notes on :
- (i) Forms of business organisation
  - (ii) Characteristics of sole proprietorship

### 3 BBAL 2102/BCL 2104

- (b) Discuss the legal requirement for registration of the company as per Company Act, 1956.
  - (c) Explain business finance and its needs and significance with suitable example.
5. (a) What do you mean by line organisation structure? What are its benefits and limitations? Discuss the situations in which it is suitable.
- (b) Explain the role played by middleman in the distribution channel.
  - (c) Write short note the steps required for the new business establishment.
6. (a) What do you understand by the term Security Market? Relate your answer with type of market.
- (b) Discuss the features of functional organisation structure.
  - (c) Discuss the major finance institutions. Explain IFCI, SFC and IDBI in brief.

\*\*\*

