

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

<b>PAPER ID : 9308</b>	Roll No.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
------------------------	-------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

## Int. LLB Examination 2013-2014

(Second Semester)

### BUSINESS ORGANIZATION

*Time : 3 Hours]*

*[Maximum Marks : 100*

- Note :-**
- (i) The question paper contains three sections A, B and C.
  - (ii) All sections are compulsory.
  - (ii) Section A carries 20 marks, Section B carries 30 marks and Section C carries 50 marks.

#### SECTION - A

1. Fill in the blanks : 20×1=20

- (a) ..... is a short term source of finance.
- (b) Give the full form of SIDBI .....
- (c) POP stands for .....
- (d) ..... refers to short term use of incentives or other promotional activities that stimulate the customer to buy the product.

*[P. T. O.*

- (e) ..... is a long term source of fina
- (f) Factoring refers to passing on of the debt o  
selling company to a Bank know as .....
- (g) Overdraft facility is provided by Banks to  
customers who have ..... account  
Bank.
- (h) When a partnership is formed to carry  
business without specifying any period of  
it is called as .....
- (i) Principle of ..... refers to the unbroke  
line of authority from top level to the bot  
of an organization.
- (j) In ..... organisation the entire wor  
the organisation is divided into major functi
- (k) ..... introduced the concep  
marketing mix.
- (l) ..... is one of the 4 P's of marke  
mix which is concerned with selection  
distribution channel.
- (m) VMS stands for .....
- (n) ..... protects the interests of inves  
and regulate and promotes the securi  
market.

- (o) ..... is one of the feature of joint stock company.
- (p) ..... get dividends before paying any dividends to equity shareholder.
- (q) ..... is the shortest channel of distribution.
- (r) Partners who take active part in conduct of business are called.....
- (s) The maximum number of member in case of private company is .....
- (t) In absence of partnership deed, the partners are entitled to share profits .....

### SECTION – B

**Note :-** Any three questions to be answered.  $3 \times 10 = 30$

Write short notes on :

- (a) Principle of definition
- (b) Principle of unity of command

Write a note on memorandum of association discussing in detail its content.

Explain marketing and discuss how the role of marketing is wider to selling?

**[P. T. O.]**

5. Discuss the sale tradership and discuss its merits demerits.
6. Discuss in brief the various functions performed IDBI.

### SECTION – C

**Note :-** All questions are compulsory. Each question has two internal choices.

7. (a) What is Sales Promotion? Discuss its importance and functions of Sales Promotion.

**OR**

- (b) Write a note on the problems faced during sales promotion.

8. (a) Explain joint stock company and discuss its features.

**OR**

- (b) Discuss the role and importance of prospectus in detail.

9. (a) Explain the need of short term financing for business.

**OR**

- (b) Explain the need of long term financing for business.

10. (a) Explain and define Marketing Mix. Discuss its various elements.

**OR**

- (b) Explain importance of Marketing Mix. Also discuss the various factors determining marketing mix.
11. (a) What are the various factors that influence selection of a distribution channel.

**OR**

- (b) Explain advertising and give its importance.

⌘⌘⌘