

B.B.A. SEM – I (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: BUSINESS ORGANIZATION AND SYSTEMS

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1590

Time : **02.00 PM TO 05.00 PM**
Max. Marks:100

N.B. :

- 1) Attempt any **FOUR** questions from Section-I.
- 2) Attempt any **TWO** questions from Section-II
- 3) Both the sections should be written in the **SAME** answer book.
- 4) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** What do you mean by business? Discuss the various objectives of business. (15)
- Q.2** Discuss the Industrial Revolution in detail. (15)
- Q.3** What is a Co-operative organization? Explain the merits and demerits of this form of organization. (15)
- Q.4** Discuss the different factors to be considered while starting a new business enterprise. (15)
- Q.5** Write a short notes on **ANY THREE** (15)
- a) Classification of business
 - b) Memorandum of Association
 - c) Small and Medium Enterprises
 - d) Wholesale trade

SECTION-II

- Q.6** Rajendra is a young graduate and is thinking of starting a Sole Proprietorship business of manufacturing plastic toys. He is not aware about its merits and demerits. You as a friend, explain to him about the same. (20)
- Q.7** Akash is a B.Pharm Graduate and has 10 years of experience in Pharmaceutical Industry. He started his Research Lab in 2010. He recently discovered a formula of toothpaste. Now he desires to start a toothpaste manufacturing company of his own. Explain to him the stages for promotion and incorporation of the company. (20)
- Q.8** Ideal publishers are the leading suppliers of eco-friendly Note books in Western Maharashtra. They want to expand their business in the remaining parts of Maharashtra. What channels of distribution should they select and Why? (20)

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