

**B.B.A. SEM – I (2015 CBCS COURSE) : WINTER - 2017**  
**SUBJECT: BUSINESS ORGANIZATION AND SYSTEM**

**Day: Thursday**  
**Date: 09/11/2017**

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

**W-2017-1514**

**N.B:**

- 1) Attempt **ANY FOUR** questions from Section-I and **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

---

**SECTION-I**

- Q.1** What do you mean by Business? Explain the Scope and Characteristics of Business. (15)
- Q.2** Discuss the Evolution of Industry. (15)
- Q.3** Discuss in detail the Merits and Demerits of Sole Proprietorship. (15)
- Q.4** Explain the Stages in formation of a company. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Industrialization in India
  - b) Public Enterprises
  - c) Prospectus
  - d) Chambers of Commerce

**SECTION-II**

- Q.6** You want to start a business of manufacturing plastic toys in your area. What factors will you consider while starting your business? (20)
- Q.7** Your friend wants to start a Readymade Garment Industry. He wants your advice on selecting suitable Channel of distribution for his business. What will be your advice to him and why? (20)
- Q.8** Explain the Requisites for achieving success in Modern Business. (20)