

B.B.A. (2010 COURSE) SEM- I : WINTER - 2017

SUBJECT: Business Organization and Systems

Day: Thursday
Date: 09/11/2017

Time: 02.00 PM TO 05.00 PM
Max. Marks: 70

W-2017-1550

N.B:

- 1) **Q. No. 1 is COMPULSORY.**
- 2) Attempt any **FOUR** questions from **Q. no.2 to Q. no.7.**
- 3) Figures to the **RIGHT** indicate full marks.

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- Q.1 a)** You are offered an agency for sale of Mobiles in your city, by a reputed manufacturer. What form of business organization would you choose? Justify your choice by discussing the merits and demerits of that form of business Organization. **(07)**
- b)** Discuss the various factors to be considered while setting up a new enterprise. **(07)**
- Q.2** Define the term 'Business'. What are the essential requisites for attaining success in modern Business? **(14)**
- Q.3** Give various stages of Business growth from the beginning till the 21st century. **(14)**
- Q.4** Explain in details Memorandum of Association and Article of Association. **(14)**
- Q.5** What do you mean by Support Organisation? Explain its role in promotion of business activities. **(14)**
- Q.6** Explain the need and Types of channels of distribution. Suggest a channel for distribution of Toys for children country wide. **(14)**
- Q.7** Write short notes on **ANY TWO** of the following: **(14)**
- a)** Business Process Outsourcing.
 - b)** Multinational Company.
 - c)** Small and Medium Enterprise.
 - d)** Classification of Business activities.

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