

S.D.E.

B.B.A. (2006 COURSE) SEM- I : WINTER - 2017
SUBJECT : BUSINESS ORGANIZATIONS & SYSTEMS

Day : **Thursday**
Date : **14/12/2017**

W-2017-4093

Time : **10.00 AM TO 1.00 PM**
Max. Marks : 80

N.B.

- 1) Attempt any **FOUR** questions from Section – I each question carries **12** marks.
 - 2) Attempt any **TWO** questions from Section – II each question carries **16** marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
-

SECTION – I

- Q.1** What are the essential qualities to become a successful business person?
- Q.2** State the characteristics of a Business.
- Q.3** State with examples various forms of business ownership and explain suitability of each such a form of business ownership.
- Q.4** State in brief contents of a Memorandum of Association.
- Q.5** What critical factors you will take in consideration before venturing into a new business enterprise?
- Q.6** What is a Merger? When Mergers are desirable?
- Q.7** Write short notes on any **TWO** of the following:
- a) External trade
 - b) Market association
 - c) Commencement of business

SECTION – II

- Q.8** Briefly state the points which must be incorporated in a prospectus for a newly formed public limited company.
- Q.9** Yours is a non government organization (NGO), this NGO has successfully established self help groups of women in rural areas and these groups are capable of producing food products at lower rates. Explain which channels of distribution you will select for mutual benefit of consumers of self help group as well as self help group members.
- Q.10** You are planning to start a new business of a shoe mart. Make a market assessment for your business.

* * *