

**CDOE**  
**BACHELOR OF BUSINESS ADMINISTRATION (CBCS-2019 COURSE)**  
**B.B.A. SEM - I : WINTER :- 2021**  
**SUBJECT: BUSINESS ORGANIZATION & SYSTEMS**

**Day : Tuesday**  
**Date 8/2/2022**

**W-21520-2021**

**Time : 02:00 PM-05:00 PM**  
**Max. Marks: 60**

**N.B.**

- 1) Attempt any **THREE** 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** Explain in detail, requisites for business success in the modern business world. (12)
- Q.2** What is partnership business? Explain its merits and demerits. (12)
- Q.3** Write a detail note on important documents of a company. (12)
- Q.4** Which factors should be considered while starting a new business enterprise? (12)
- Q.5** Write short notes on any **TWO** of the following: (12)
- a) Industrial Revolution
  - b) Public enterprises
  - c) Franchising
  - d) Internal Trade

**SECTION – II**

- Q.6** Design channel of distribution for cold drink manufacturing firm. State reasons to your answer. (12)
- Q.7** What is Merger and Acquisition? Explain the advantages of merger with suitable example. (12)
- Q.8** Explain the role and importance of support organization i.e. trade association and chambers of commerce in establishment of business enterprises. (12)

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