

**BACHELOR OF BUSINESS ADMINISTRATION (CBCS - 2018 COURSE)**  
**B.B.A. Sem-I :SUMMER- 2022**  
**SUBJECT : BUSINESS ORGANIZATION & SYSTEMS**

Day : Wednesday

Time : 02:00 PM-05:00 PM

Date : 8/6/2022

**S-18808-2022**

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 **SAME** answer book.

**SECTION-I**

- Q.1** What is Business? State in detail the objectives of business. (12)
- Q.2** Discuss in detail the merits and demerits of partnership firm. (12)
- Q.3** Explain different stages of formation and incorporation of a company? (12)
- Q.4** Discuss the role and functions of channel of distribution in detail with suitable example. (12)
- Q.5** Write short notes on any **THREE** of the following: (12)
- a) Trade Associations
  - b) Industrial Revolution
  - c) Franchising
  - d) Joint Hindu family business

**SECTION-II**

- Q.6** 'Market assessment, Technology, Location and Finance are important factors to be considered while starting a new business enterprise'. Discuss? (12)
- Q.7** Your brother has 15 years of experience in retail and whole sale trade in FMCG at your home town. How can you make him aware about challenges in Indian market? (12)
- Q.8** Which form of business ownership is suitable to start ready-made cloths outlets at different district in the states like Maharashtra? Why? (12)

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