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**BACHELOR OF COMPUTER APPLICATIONS (CBCS - 2018 COURSE)**

**B.C.A. Sem-I : WINTER- 2022**

**SUBJECT : BUSINESS ORGANIZATION SYSTEM**

Day : Wednesday

Time : 10:00 AM-01:00 PM

Date : 14-12-2022

**W-18754-2022**

Max. Marks : 60

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**N.B.**

- 1) **Q. No. 4** from Section-I is **COMPULSORY**.
  - 2) Attempt **ANY TWO** questions from Q.No. 1 to Q. No. 3 in Section – I.
  - 3) Attempt **ANY TWO** questions from Q.No. 5 to Q. No. 7 in Section – II.
  - 4) Figures to the **RIGHT** indicate **FULL** marks.
  - 5) Answers to both the sections should be written in **SAME** answer book.
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**SECTION – I**

- Q.1** Define Business. Explain its structure in brief. (12)
- Q.2** State Industrial Revolution. Describe the effects of Industrial Revolution. (12)
- Q.3** List and describe different factors to be considered while starting a new business enterprise with suitable example. (12)
- Q.4** Write short notes on **ANY THREE** of the following : (12)
- a) Characteristics of business
  - b) Small and medium enterprises
  - c) Memorandum of Association
  - d) Mergers and Acquisitions
  - e) Industrialization in India

**SECTION – II**

- Q.5** Which form of business ownership you will suggest to your parents, who are interested to start food chain restaurant in the state they belong to. Justify your suggested form of business ownership with its merits and demerits. (12)
- Q.6** Khilona manufacturers are the leading suppliers of ecofriendly toys in Western Maharashtra. They want to expand their business in the remaining parts of Maharashtra. What channels of distribution should they select and why? (12)
- Q.7** Briefly explain stages involved in promotion and incorporation of a company. (12)

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