

B.B.A. (2010 Course) Sem- I : WINTER - 2018

SUBJECT: Business Organization and Systems

Day: Wednesday
Date: 14/11/2018

W-2018-1767

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

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)** 'Asian Air Conditioners' is a newly set Company manufacturing Air Conditioners. They are planning to sell their products country-wide. Suggest the channels of distribution they can employ to be profitable. **(07)**
- b)** You along with your three friends have decided to start a textile Mill in partnership. Discuss the merits and demerits of this form of an organization. **(07)**
- Q.2** Explain the objectives and scope of Business. **(14)**
- Q.3** Explain the various stages in formation of a Company. **(14)**
- Q.4** What factors are to be considered while setting up a new enterprise? **(14)**
- Q.5** State the characteristics and objectives of a small and medium size enterprise. **(14)**
- Q.6** Explain the role, importance and Support Services provided by Insurance, Transport and Banking to business. **(14)**
- Q.7** Write short notes on **ANY TWO** of the following: **(14)**
- a)** Article of Association.
 - b)** Sole trading Concern.
 - c)** Merger and Acquisitions.
 - d)** Franchising.

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