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B.B.A. Examination, 2014

First Semester

First Paper

(Business Organization)

Time : Three Hours

Maximum Marks : 70

[Pass Marks : Individual Paper : 40%

[Aggregate : 50%

Note: Answer five questions in all. Short answer type Question No. 1 carrying 30 marks is compulsory. Answer one question carrying 10 marks from each Unit.

Answer the following short answer questions :

3x10=30

- (a) What do you mean by business essentials?
- (b) Describe the objectives of Business-Organisation.
- (c) Distinguish between Business and Profession.

(2)

- (d) Define promotion.
- (e) How the size of business unit is ascertained?
- (f) Explain the term 'co-operatives'.
- (g) What is basic difference between public company and private company?
- (h) Define Business Finance?
- (i) Distinguish between Primary Market & Secondary Market.
- (j) Differentiate between B.S.E. and N.S.E.

UNIT -I

- 2. Define 'Business Organisation' and describe its characteristics. 10

OR

- 3. In what aspect modern business is different from traditional business? Explain the challenges of modern business.

UNIT -II

- 4. State the requirement of establishing a new-business unit in detail. 10

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(3)

- 5. What are the factors governing the ascertainment of 'Plant Location'?

OR

- 6. Distinguish between role proprietorship, Partnership and company and elaborate which form is more better and why? 10

UNIT -III

- 7. Define "Business Combination". Describe its main causes and elaborate the role of "Mergers" in present scenario.

OR

- 8. Explain the role and functions of SEBI. 10

UNIT -IV

OR

- 9. What is money market? How is it different with security market? Describe its role for corporate business.

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