

Roll No.

Total Pages : 3

352204

August/September 2022

B.Com. (Honours) II SEMESTER

Business Organization and Management

(BCOMH-204)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART-A

1. (a) Define entrepreneurship. (1.5)
- (b) What are the various types of social responsibility? (1.5)
- (c) What is meant by a sole proprietorship? (1.5)
- (d) What is a Stock Exchange? (1.5)
- (e) What is the main purpose of franchise? (1.5)

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- (f) What is a joint-stock company? (1.5)
- (g) What is the role of CII? (1.5)
- (h) What are the main objectives of a business? (1.5)
- (i) What is a multinational corporation? (1.5)
- (j) What is the benefit of outsourcing? (1.5)

PART-B

- 2. (a) What is the role of Indian chamber of commerce and industries? (10)
- (b) What is the importance of decentralisation of authority? (5)
- 3. (a) Define planning and also discuss its importance. (5)
- (b) What is e-commerce? Discuss its benefits and limitations. (10)
- 4. Define strategy and also discuss the process of strategy formulation. (15)
- 5. (a) What is financial management? What are its objectives? (5)
- (b) Explain Major Functions of Marketing Management. (10)

- 6. (a) What impact does Globalisation and liberalisation have on India? (10)
- (b) What is difference between feasibility study and business plan? (5)
- 7. What is cooperative society? What are the major types of cooperative society? (15)