

17594

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2016

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both Part - A and Part - B.

PART - A

1. Attempt any four of the following : 5+5+5+5
- (a) Distinguish between entrepreneur and promoter.
 - (b) State the characteristics of a capital market.
 - (c) Explain forward delivery contracts at the stock exchange.
 - (d) State the various outdoor media of advertising.
 - (e) Enumerate essentials of a good transport system.
 - (f) How does a public enterprise differ from private enterprise ? Explain.

PART - B

Attempt any three of the following :

- 2. Name the four forms of business organisation. 2+8**
Describe briefly the requisites of an ideal form of business organisation.
 - 3. What is a stock exchange ? Describe briefly its 2+8**
various functions.
 - 4. Suppose your company has launched a detergent 10**
of low price. As the chief of the marketing wing,
how will you choose an appropriate media for
making it popular ?
 - 5. State the importance of distribution channel in 5+5**
the promotion of business. Describe briefly the
factors that influence the choice of the channel.
 - 6. Suppose your company decides to set up a 10**
manufacturing unit of apparels. How will you
proceed for importing the necessary machinery
and technology for the same ? Explain.
 - 7. What do you mean by risk management ?**
Describe briefly the insurable risks and the
non - insurable risks. 2, 4, 4
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2017

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt any five questions. All questions carry equal marks.

1. Explain the features of an ideal form of business organisation, and state factors affecting the choice of form of business organisation. 4+6
2. Discuss the role of an entrepreneur in business promotion. How does an entrepreneur differ from a promoter ? 6+4
3. What is a Stock Exchange ? Describe the functions of a Stock Exchange. 2+8
4. State the main purpose of advertising and suggest the guidelines for designing an effective advertisement. 3+7
5. Discuss the various problems faced by an organisation in managing foreign trade. 10

6. Distinguish between **any two** of the following : 5+5
- (a) Voyage policy and Time Policy
 - (b) Risk avoidance and Loss prevention
 - (c) Life insurance and Fire insurance
7. Explain the factors taken into account while selecting a proper mode of transport for despatch of goods. 10
8. Write short notes on **any two** of the following : 5+5
- (a) Government Company
 - (b) Sales policy of Public Utilities
 - (c) Public Enterprise

05006

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2018

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both *Part - A* and *Part - B*.

PART - A

1. Attempt any four of the following : 5+5+5+5

- (a) Write a short note on 'underwriting'.
- (b) Differentiate between Advertisement and Publicity.
- (c) State the services rendered by the retailers to the consumers.
- (d) Briefly explain the merits of Partnership form of organisation.
- (e) Briefly explain the procedure of raising funds through public deposits.
- (f) State the problems of Public Enterprises.

PART - B

Attempt any three of the following questions :

2. Define 'Advertising Media'. State its different types and the requisites of an ideal medium. **2+3+5**
 3. What are the various modes of creating charge ? **10**
Explain them briefly.
 4. What is a 'Public Corporation'? Explain its merits and limitations. **2+4+4**
 5. What is a joint stock company ? Explain its limitations as a form of business organisation. **3+7**
 6. Write short notes on any two of the following : **5+5**
 - (a) Aids to trade
 - (b) Money market
 - (c) Channel of distribution
 - (d) Procedure of Import trade
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14083

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2011

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both *Part-A* and *Part-B*.

PART - A

1. Distinguish between *any two* of the following : 5+5=10
- (a) Business and commerce
 - (b) Equity shares and preference share
 - (c) Indoor advertising and outdoor advertising.
 - (d) Bonded warehouse and public ware house.
2. Write short notes on *any two* of the following : 5+5=10
- (a) Clearing and forwarding agents
 - (b) Pricing Policy of Public utilities
 - (c) Doctrine of subrogation
 - (d) Functional middlemen

PART - B

Attempt *any three* of the following questions :

3. Explain the factors that determine the choice of the form of business organisation. 10
 4. What is capital structure ? Discuss various factors to be kept in mind while deciding capital structure of the company. 2+8=10
 5. "There is no need for the presence of wholesalers in the distribution channel and they should be eliminated." Discuss. 10
 6. "All business risks are not insurable." In the light of this statement, explain insurable risks and non-insurable risks. 10
 7. (a) Differentiate between a Government company and a public limited company. 5+5=10
(b) What are the problems of public enterprises ?
 8. State the documents that must accompany an export shipment. Describe them briefly. 10
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2014

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both part- A and part - B.

PART-A

1. Distinguish between any two of the following : 5+5
 - (a) Wholesale trade and retail trade
 - (b) Entrepreneur and promoter
 - (c) Statutory company and registered company
 - (d) Publicity and advertisement

2. Write short notes on any two of the following : 5+5
 - (a) Bank overdraft
 - (b) Margin trading
 - (c) Outdoor media
 - (d) Bill of lading

PART-B

Attempt any three of the following questions :

3. What do you mean by business ? Describe salient features of business and discuss its economic objectives.

2+4+4

4. (a) Describe the functions of Industrial Development Bank of India (IDBI). 5+5
(b) How is it different from Industrial Finance Corporation of India (IFCI) ?
5. What do you mean by foreign trade ? Discuss the importance of foreign trade. Explain the common problems faced in foreign trade. 4+6
6. What do you mean by risk management ? Explain the various steps followed in risk management. 2+8
7. "Efficient transportation is an integral part of economic growth". Elaborate. 10
8. What is meant by departmental form of organisation ? Discuss its merits and demerits. 2+8
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2015

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both Part- A and Part - B.

PART - A

1. Attempt any four of the following : 5+5+5+5

- (a) Distinguish between non - economic and economic activities of human beings.
- (b) State the qualities of a good entrepreneur.
- (c) Describe the methods of raising long - term capital.
- (d) State briefly the rules for listing of securities on a stock exchange.
- (e) Distinguish between advertisement and publicity.
- (f) State channels of distribution of industrial goods.

PART - B

Attempt **any three** of the following questions :

2. What is meant by cooperative form of organisation ? Enumerate its main features. **2+8**
 3. What is meant by long - term finance ? Describe various sources of long - term finance. **2+8**
 4. How does speculation differ from gambling ? State the various factors affecting prices of securities in a stock exchange. **3+7**
 5. Explain the difference between functional and merchant middlemen. How do they help the business activities ? **4+6**
 6. How do commercial banks contribute to the economic development of a country ? Explain. **10**
 7. State the merits and demerits of government participation in business. **10**
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2014

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both section - A and section - B.

SECTION-A

1. Attempt any four of the following : **5+5+5+5**
- (a) Distinguish between private limited company and public limited company.
 - (b) Write a short note on bank overdraft.
 - (c) How is Industrial Finance corporation of India helpful in the industrial development ?
 - (d) Explain the concept of speculation at stock exchanges.
 - (e) State with reasons of your choice of media of advertising for a low priced detergent in the rural areas.
 - (f) Describe briefly the importance of transport in trade.
 - (g) Enumerate the major reasons for the government participation in business.
 - (h) Distinguish between current bank account and savings bank accounts.

SECTION -B

Note : Attempt **any three** of the following :

2. What do you mean by partnership ? Enumerate the main features of partnership form of business organisation. 2+8
 3. Define capital structure. Describe the factors that determine the capital structure of a company. 2+8
 4. Discuss the primary and secondary functions of a stock exchange. 10
 5. How does advertisement help the business ? Also state its adverse effects. 5+5
 6. Outline the relationship between a banker and its customer. What are the obligations of a bank towards them ? 5+5
 7. Describe the distinctive features of public utilities. 10
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2015

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both Part- A and Part - B.

PART - A

1. Distinguish between any two of the following : 5+5
 - (a) Fixed capital and working capital
 - (b) Direct and indirect distribution channel
 - (c) Departmental store and supermarket
 - (d) Pledge and hypothecation

2. Write short notes on any two of the following : 5+5
 - (a) Aids to trade
 - (b) International financial institutions
 - (c) Outdoor media
 - (d) Insurable risk

PART - B

Attempt any three of the following questions :

3. What do you mean by a company ? Explain its salient features. 2+8

4. Outline the characteristics of stock exchange. 3+7
Describe its primary and secondary functions.
 5. Define advertising and discuss types of media and their characteristics. 10
 6. "Retailer is an important link in the supply chain of consumer goods." Elaborate by giving suitable examples. 10
 7. What is meant by insurance ? Explain briefly various types of insurances. 2+8
 8. What is meant by public utilities ? Describe the distinctive features of public utilities. 2+8
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12844

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2011

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both Section-A and Section-B.

SECTION - A

1. Attempt *any four* of the following : **5+5+5+5**
- (a) Distinguish between profession and employment.
 - (b) Describe briefly different types of promoters of business.
 - (c) Explain the difference between fixed capital and working capital.
 - (d) State the important points to be kept in mind while designing an advertisement message.
 - (e) Outline the important steps necessary to be taken by a businessman before undertaking export-import business.
 - (f) How is overdraft facility beneficial to the businessman ?
 - (g) Explain the difference between a public enterprise and a private enterprise.
 - (h) What is meant by a government company ?

SECTION - B

Note : Attempt *any three* of the following :

2. Describe the facilities that are called 'aid to trade'. 6+4
How is wholesale trade different from retail trade ?
 3. Explain the merits and limitations of the company form of business organisation. 5+5
 4. "Speculative transactions are different from investment transactions." Elaborate. 10
 5. State the services of retailers to consumers and explain the features of a super market. 6+4
 6. How does foreign trade differ from the domestic trade ? Can the change of the government in a particular country affect its foreign trade ? Explain. 8+2
 7. Describe briefly the various types of bank accounts that can be opened by a customer and explain the procedure for opening any one of these accounts. 6+4
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12104

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2018

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both Part - A and Part - B.

PART - A

1. Attempt any four of the following : 5+5+5+5
- (a) Enumerate the essentials of an effective advertisement.
 - (b) Briefly explain the services provided by retailers to consumers.
 - (c) List out the factors affecting the capital structure of a firm.
 - (d) Distinguish between 'Entrepreneur' and 'Promoter'.
 - (e) Explain the benefits of containerisation for transportation of goods.
 - (f) State the features of public utilities.

PART - B

Attempt any three questions :

2. Explain the financial performance of public enterprises in India. 10
 3. "All business risks are not insurable". In the light of this statement, explain insurable risks and non-insurable risks. 6+4
 4. Define the term 'business' and explain its essential features. 2+8
 5. Describe 'factoring' and 'discounting of bills of exchange' as methods of raising short-term finance. 5, 5
 6. Explain the objectives of advertising. 10
 7. (a) Discuss how does a letter of credit help in financing foreign trade. 5, 5
(b) Narrate the shipping documents required to be submitted along with a documentary letter of credit.
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04367

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2017

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt both Part - A and Part - B.

PART - A

1. Attempt any four of the following : 5+5+5+5
- (a) Briefly explain the advantages of raising funds through the issue of debentures.
 - (b) Differentiate between business and profession.
 - (c) Explain the concept of 'entrepreneurship'.
 - (d) Write a short note on 'Recurring Deposit Account'.
 - (e) What are the essentials of a good transport system ?
 - (f) State the objectives of Public Enterprises.

PART - B

Attempt any three of the following questions :

2. What do you mean by 'business risk' ? Explain the process of risk management. 3+7
3. What is meant by Public Utility Undertaking ? Discuss the broad aspects of their pricing policies. 2+8
4. What is a stock exchange ? Explain the factors affecting the prices at a stock exchange. 3+7
5. Briefly describe the role of an entrepreneur in business promotion. How does an entrepreneur differ from a promoter ? 6+4
6. Explain the significance of foreign trade for a country, and state the problems encountered in foreign trade by Indian entrepreneurs. 4+6

14100

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2012

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both *Part - A* and *Part - B*.

PART-A

1. Distinguish between *any two* of the following : 5+5
 - (a) Entrepreneur and promoter.
 - (b) Ownership capital and borrowed capital.
 - (c) Intensive distribution and exclusive distribution.
 - (d) Time deposits and demand deposits.
2. Write short notes on *any two* of the following : 5+5
 - (a) Partnership deed.
 - (b) Factoring.
 - (c) Speculation and gambling.
 - (d) Hire purchase trading.

PART-B

Attempt **any three** of the following questions :

3. "Company form of organization is most suitable in the modern times". Do you agree with this view ? Explain. **10**
 4. What do you mean by capital structure ? Explain the factors determining the capital structure of a manufacturing company. **2+8**
 5. What is a stock exchange ? Explain its main functions. **2+8**
 6. Explain the merits and demerits of various advertising media. **10**
 7. "Foreign trade is an engine of economic growth in a country". Comment on this statement in Indian context. **10**
 8. State the essential characteristics of public utility undertakings. Highlight the problems faced by them. **6+4**
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2013

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both section - A and section - B.

SECTION-A

1. Attempt *any four* of the following : 5+5+5+5
- (a) Distinguish between economic and non-economic activities.
 - (b) Explain entrepreneurship and its main characteristics.
 - (c) What do you mean by public deposits ? State the conditions to be satisfied if a small scale unit wants to exceed the limits.
 - (d) What is meant by margin trading ? Explain with an example.
 - (e) Explain publicity and its different forms.
 - (f) State the services of wholesalers to the retailers.
 - (g) What do you mean by mortgage ? Explain its importance in business.
 - (h) Enumerate the salient features of the public enterprises.

SECTION-B

Attempt *any three* of the following questions :

2. What is meant by trade ? Describe briefly 2+8
different aids to trade.
 3. Explain the cooperative form of business
organisation and state its merits and limitations. 2+4+4
 4. Describe the methods of raising long-term capital 10
for a company.
 5. What is the importance of channel of distribution 5+5
in business ? Briefly explain the channels of
distribution used for consumer goods.
 6. How does foreign trade help economic 5+5
development of a country ? State its inherent
problems.
 7. Describe the various steps involved in risk 10
management in business.
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2016

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage : 70%)

Note : Attempt any five questions. All questions carry equal marks.

1. Define the term 'business' and state its essential features. How is it different from profession ? 2+4+4
2. What do you mean by cooperative form of organization ? Explain its merits and limitations. 3+4+3
3. What are the various methods of raising short-term capital ? Explain them briefly. 3+7
4. Discuss the various functions performed by wholesalers. 10
5. Distinguish between any two of the following : 5+5
 - (a) Loan and Overdraft
 - (b) Cash Credit and Overdraft
 - (c) Pledge and Hypothecation

6. Explain the features of a fire policy and state the various types of fire policies issued by insurance companies. **7+3**
7. What is a public enterprise ? State the features and objectives of a public enterprise. **2+4+4**
8. Write short notes on **any two** of the following : **5+5**
- (a) Departmental Store
 - (b) Public Corporation
 - (c) Pricing policy followed by public utilities
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2012

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both *part-A* and *part-B*.

PART-A

1. Distinguish between *any two* of the following : **5+5=10**
 - (a) Sole trader and partnership.
 - (b) Capital market and money market.
 - (c) Direct channels and indirect channels of distribution.
 - (d) Current account and savings bank account.

2. Write short notes on *any two* of the following : **5+5=10**
 - (a) Containerisation
 - (b) Public utility undertaking
 - (c) Fire insurance
 - (d) Chain stores

PART-B

Attempt *any three* of the following questions :

3. What is a joint stock company ? Explain as to how it overcomes the limitations of partnership form of organisation. 2+8=10

 4. "Stock exchange is a barometer of the economic and business conditions in a country." Discuss. 10

 5. Why are the channels of distribution different for different products ? 10

 6. "Banks provide various types of advances to its customers according to their needs and repayment capacity." Explain. 10

 7. In the present day context, do you think it is necessary for the government to directly participate in business ? State your views. 10

 8. Explain the procedure, one has to follow when goods are imported. 10
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BACHELOR'S DEGREE PROGRAMME

Term-End Examination

June, 2013

ELECTIVE COURSE : COMMERCE

ECO-1 : BUSINESS ORGANISATION

Time : 2 hours

Maximum Marks : 50

(Weightage 70%)

Note : Attempt both Part - A and Part - B.

PART-A

1. Distinguish between *any two* of the following : 5+5
 - (a) Employment and Profession
 - (b) Private limited company and Public limited company
 - (c) Bank overdraft and Cash credit
 - (d) Joint life policy and Group insurance
2. Write short notes on *any two* of the following : 5+5
 - (a) Hypothecation
 - (b) Leasing
 - (c) Public utility undertaking
 - (d) Underwriting

PART-B

Attempt *any three* of the following questions :

3. Discuss the role of entrepreneur in business promotion. Outline the basic characteristics of an entrepreneur. **6+4**
4. State the various methods of raising long term funds for a business organization and explain the merits and demerits of any one of these methods. **3, 4, 3**
5. "Advertisement is a waste". Comment on this statement. **10**
6. Discuss the factors influencing the choice of channels of distribution. **10**
7. Define business risk. What are the various types of business risks ? How do you manage them ? **2+4+4**
8. (a) Explain the characteristics of a government company. **5+5**
(b) Why is government's direct participation in business considered necessary ?