

Roll No.

29801

**BBA 4 Year 1st Semester
(NEP-2020) w.e.f. 2024-25
Examination – December, 2024**

BUSINESS ORGANISATION

Paper : 24IMSI401DS01

Time : Three Hours]

[Maximum Marks : 70

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : This paper consists of *two* Sections (Section-A and B).

Section-A is *compulsory* and carrying questions of *two* marks each while Section-B consists of *eight* questions of *fourteen* marks each. The students shall be required to attempt *four* questions from Section-B selecting *one* question from each Unit. All questions carry equal marks.

29801-5950-(P-4)(Q-9)(24)

P. T. O.

UNIT – II

4. Explain the significance of entrepreneurship.
Differentiate between entrepreneur and intrapreneur. 14
5. What is a business plan ? State the outlines of a business plan. 14

UNIT – III

6. Discuss the significance of location of business enterprise. State briefly the factors which determine location of industries. <https://www.mdustudy.com> 14
7. State the meaning and features of stock exchange.
What are the functions performed by stock exchanges in India ? 14

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P. T. O.

SECTION – A

1. Write short note on the following : 7 × 2 = 14
- (i) Business organisation
 - (ii) Extractive industries
 - (iii) Feasibility study
 - (iv) Manpower planning
 - (v) Split location
 - (vi) Fixed position layout
 - (vii) Penetration

SECTION – B

UNIT – I

2. What is business ? Explain the characteristics and scope of business activities. 14
3. What is business environment ? Explain the interaction between economic and non-economic business environment. 14

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UNIT – IV

8. Write short notes on : 14
- (a) Network Marketing
 - (b) E-Commerce and M-Commerce
9. Discuss product planning and development briefly.
Explain major stages of product planning and development. 14

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