

Roll No.

56501

**MBA 5 Year 1st Semester (New Scheme)
Examination – December, 2022**

BUSINESS ORGANISATION

Paper : 501-P-1

Time : Three hours]

[Maximum Marks : 80

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 : Section-A comprise *eight* short answer type questions carrying *two* marks each, is compulsory. From Section-B attempt *four* question selecting *one* question from each Unit. All question carry equal marks.

SECTION – A

1. (a) How is business regarded as a Social activity ?
- (b) What is quality control in business ?
- (c) What are the benefits of network marketing ?
- (d) Write a note on Business as a system.
- (e) What are the factors influencing price of a product ?

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- (f) Distinguish between Partnership and Sole Proprietorship.
- (g) Who is an entrepreneur ?
- (h) What do you understand by insurance ? $2 \times 8 = 16$

SECTION – B

UNIT – I

2. Explain the scope of business activities. Differentiate between industry, trade and commerce. 16
3. Discuss how business and the environment are related ? Also, describe how the environment affects business ? 16

UNIT – II

4. Explain Joint Stock Company. What are the various factors that influence the choice of a business organization ? <https://www.mdustudy.com> 16
5. Discuss the nature of entrepreneurship. What entrepreneurial opportunities are available in today's business environment ? 16

UNIT – III

6. (a) What is mass production and why is it important ? 8
- (b) What are the different types of plant layout ? <https://www.mdustudy.com> 8

7. What is financial management ? Discuss its nature and objective. What are the various issues involved in financial management ? 16

UNIT – IV

8. Explain the concept of consumer behavior. What are the types of consumers in consumer behaviour ? Also discuss the various factors that influence consumer buying behaviour. 16
9. What are promotional decisions and why is it important ? Also, explain the various media of promotion. 16

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