

Roll No. ....

**SECTION – A**

**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.

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

## 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

## 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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