

Roll No.

91133

**B. Com. 1st Semester (Hons.) w.e.f. for
Academic Session 2014-15 and
Current Session
Examination – November, 2018**

BUSINESS ORGANIZATION

Paper : BCH-1.03

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 : Attempt *five* questions in all, selecting *one* question from each Unit. Question No. 1 is *compulsory*. All questions carry equal marks.

- 1. (a) Define business activity. 2
- (b) What do you mean by service sector ? 2
- (c) What do you mean by outsourcing ? 2
- (d) What do you mean by business plan ? 2

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- (e) What do you mean by business size ? 2
- (f) What is productivity ? 2
- (g) Differentiate between consumer and customer. 2
- (h) What is finance ? 2

UNIT – I

- 2. What are the foundations of Indian Business spectrum of business activities ? Explain. 16
- 3. What do you mean by 'Multinational Corporations' and 'Indian Transnational Enterprises' ? Explain the role of Indian transnational enterprises in the growth of Indian Economy. 16

UNIT – II

- 4. Explain the steps followed in assessing the entrepreneurial opportunities in contemporary business environment. 16
- 5. What do you mean by creativity ? Explain the role of creativity and innovation in opportunity identification. 16

UNIT – III

- 6. What are the factors that should be considered in selecting a suitable form of business ownership ? Explain. 16

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7. Differentiate between mass production and mass customization. What are the merits and demerits of mass production and mass customization? 16

UNIT - IV

8. What is financial management? What are the essentials of financial management? 16
9. What do you mean by human resource? What are the sources of human capital? Explain. 16