

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 ?

56501-356 -(P-3)(Q-9)(22)

P. T. O.

<https://www.mdupapers.com>

(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 ?

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

---

<https://www.mdustudy.com>

Whatsapp @ 9300930012

Send your old paper & get 10/-

अपने पुराने पेपर्स भेजे और 10 रुपये पायें,

Paytm or Google Pay से