

Total No. of Questions : 5]

[Total No. of Printed Pages : 2

[3772]-11

B. B. A. (Semester - I) Examination - 2010

BUSINESS ORGANISATION AND SYSTEMS

(Old Pattern)

Time : 3 Hours]

[Max. Marks : 80

Instructions :

(1) All questions are compulsory.

(2) Figures to the right indicate full marks.

Q.1) Define Multinational Company. Explain nature and scope of Multinational Company. **[15]**

OR

Q.1) What are the characteristics of Organisation ? Explain essentials of Successful Business Organisation. **[15]**

Q.2) Define 'Public Enterprise'. Explain its objectives, advantages and limitations. **[15]**

OR

Q.2) What is Industrial Co-operative ? Explain advantages and types of Industrial Co-operatives. **[15]**

Q.3) Define Functional Organisation. Explain its merits and limitations. **[15]**

OR

Q.3) What is meant by 'Size of the Firm' ? State and explain determinants of the Size of the Firm. **[15]**

Q.4) Define 'Wholesale Trade' and 'Retail Trade'. Distinguish between Wholesale Trade and Retail Trade. [15]

OR

Q.4) What is Business Communication ? Explain different barriers in Business Communication. [15]

Q.5) Write short notes : (**Any Four**) [20]

- (a) Business Combination
 - (b) Importance of Multinational Companies
 - (c) Buying Policies
 - (d) Importance of Communication
 - (e) Concept of Optimum Firm
 - (f) Benefits of Mergers
 - (g) Importance of Transport Organisation
 - (h) Importance of Foreign Trade
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