Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **17BB2002** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BUSINESS ORGANIZATION** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Explain business system and describe its various characteristics. | CO1 | 10 |
| b. | Analyze the points to be kept in mind in choosing a suitable form of business organization. | CO4 | 10 |
| **(OR)** | | | | |
| 2. | a. | Illustrate the different aids to trade. | CO1 | 10 |
| b. | Briefly explain the social responsibilities of business towards different groups of the society. | CO1 | 10 |
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| 3. | a. | Discuss the factors to be considered while selecting the location of a plant. | CO3 | 10 |
| b. | Discuss the basic considerations for setting up a new business unit. | CO3 | 10 |
| **(OR)** | | | | |
| 4. | a. | Define Co-Operative organization. Explain its characteristics, merits and limitations. | CO2 | 10 |
| b. | Distinguish private company from public company. | CO2 | 10 |
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| 5. | a. | Explain the types of partners in a partnership firm and discuss their rights and obligations. | CO2 | 10 |
| b. | “Stock exchange is the mirror of economic prosperity of any country”. Discuss. | CO5 | 10 |
| **(OR)** | | | | |
| 6. | a. | Briefly explain the functions of advertising. | CO2 | 10 |
| b. | Explain the basic elements of Insurance in India. | CO3 | 10 |
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| 7. | a. | Discuss the different channels of distribution and how you make a choice of distribution channel. | CO6 | 10 |
| b. | Define Joint stock company. Explain the different stages of formation of a joint stock company. | CO3 | 10 |
| **(OR)** | | | | |
| 8. | a. | Explain the sources of short-term and long term finance. | CO2 | 15 |
| b. | State the reasons for survival of small scale business. | CO3 | 5 |
|  | | **Compulsory**: |  |  |
| 9. | a. | “Joint stock company is an artificial person created by law having perpetual succession”. Discuss. | CO5 | 10 |
| b. | Comment on the role of SEBI in monitoring and regulating the stock exchanges. | CO5 | 10 |