



GN-364

102539

I Semester B.B.A. Examination, December - 2019
(F+R) (CBCS) (2014-15 and Onwards)

BUSINESS ADMINISTRATION

1.4 : BUSINESS ORGANISATION AND ENVIRONMENT

Time : 3 Hours

Max. Marks : 70

Instruction : Answers should be written in **English** only.

SECTION - A

Answer **any five** sub-questions of the following. Each sub-question carries **two** marks.

5x2=10

1. (a) Give the meaning of 'Business'.
(b) What is genetic industry ?
(c) Define Partnership.
(d) Mention any two clauses of memorandum of association.
(e) What is micro environment of a business ?
(f) Give the meaning of business environment.
(g) What is Liberalisation ?

SECTION - B

Answer **any three** questions of the following. Each question carries **six** marks.

3x6=18

2. Explain briefly the various types of trade.
3. State the advantages and disadvantages of co-operative society.
4. Analyse the steps involved in Company Promotional Stage.
5. Briefly explain the importance of business environment.
6. Mention any six responsibilities of government towards business.

P.T.O.



SECTION - C

Answer **any three** questions of the following. Each question carries **fourteen** marks.

3x14=42

- ✓ 7. Explain briefly the different types of industries.
8. Explain the contents of memorandum. Can it be altered and to what extent ?
- ✓ 9. Discuss the various kinds of Partners.
10. Briefly explain the political and legal environmental factors which influences the business.
11. Discuss the benefits and problems of globalisation.

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