

Exam. Code : 115301
Subject Code : 8287

B.Com. (Financial Services) 1st Semester
BUSINESS ORGANIZATION AND MANAGEMENT

Paper—V

Time Allowed—3 Hours] [Maximum Marks—50

Note :— Attempt *five* questions, selecting at least *one* question from each section. The **fifth** question may be attempted from any Section. Each question carries **10** marks.

SECTION—A

1. Discuss the characteristics of business. Also explain various types of business.
2. Explain briefly the social responsibilities of business towards different groups of society.

SECTION—B

3. Explain and distinguish between various forms of organization.
4. What are the objectives of business enterprises in the public sector ? Give reasons to justify government participation in commercial and industrial activities.

SECTION—C

5. What is management ? Explain the features and scope of management.
6. Discuss in detail Henry Fayol's contribution to the study of management.

SECTION—D

7. Define the term marketing research. Discuss various methods of conducting marketing research.
8. What is strategic management ? Discuss its need and importance.

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