

Roll No. ....

**V - 5235**

**B. B. A. (First Semester)**  
**EXAMINATION, Nov./Dec., 2019**

Paper - 104

**BUSINESS ORGANIZATION**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note-** Attempt *all* questions.

1. What do you mean by business ? Describe its nature and scope.

**Or**

Explain followings-

- (a) Objective of business
- (b) Business and profession.

2. What is Promotion ? Explain its various stages.

**Or**

What do you mean by Company ? Describe its characteristics.

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3. What is Location ? Describe various factors affecting location of business.

**Or**

Explain following-

- (a) Types of combination
- (b) Types of Risks.

4. What is stock exchange ? Explain various methods of trading in stock exchange.

**Or**

Explain following-

- (a) On line stock trading
- (b) Sources of finance.

5. Explain various methods of identification of business opportunity.

**Or**

Explain followings-

- (a) BPO service
- (b) Entrepreneurial process.