

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

**FY B.B.A.**  
**CCT - 201 : BUSINESS ORGANIZATION AND SYSTEM**  
**(CBCS 2019 Pattern) (Semester - II)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) *Question 1 and Question 5 are compulsory.*
- 2) *Solve any 2 from Question 2 to Question 4.*

**Q1) A) Fill in the blanks: [5]**

- a) \_\_\_\_\_ Is a continuous process.
- b) In Sole Trading concern, the liability of Sole trader is \_\_\_\_\_
- c) A \_\_\_\_\_ report shows the entire blue print of the proposed venture.
- d) Import trade is one category of \_\_\_\_\_ trade.
- e) Retail trade is conducted in \_\_\_\_\_ market.

**B) Match the Pairs: [5]**

- |                           |                      |
|---------------------------|----------------------|
| a) Indian Partnership Act | i) Long term Plan    |
| b) Digital Marketing      | ii) Need of customer |
| c) LLP Act                | iii) 1932            |
| d) Business Plan          | iv) 2008             |
| e) Market Survey          | v) Use of Internet   |

Options:

- 1) a-i, b-ii, c-iv, d-v, e-iii
- 2) a-iv, b-iii, c-i, d-v, e-ii
- 3) a-iii, b-v, c-iv, d-i, e-ii
- 4) a-iv, b-i, c-ii, d-iii, e-v

**P.T.O.**

- C) Multiple Choice Questions: [5]
- a) Maximum number of members in a sole trading concern \_\_\_\_\_  
i) One ii) Twenty  
ii) Ten iv) None of these
- b) \_\_\_\_\_ stage is the earliest stage in the evolution of commerce.  
i) Pastoral ii) Hunting  
iii) Agricultural iv) Town economy
- c) The term of copyright is \_\_\_\_\_  
i) Sixty years ii) Fifty years  
iii) Thirty years iv) Twenty years
- d) \_\_\_\_\_ Retailing refers to the traditional formats of low cost retailing.  
i) organized ii) Unorganized  
iii) Modern iv) online
- e) KPO performs which of the following function?  
i) Management Consulting ii) Web Development  
iii) Telemarketing iv) Application Development

Q2) Define the term Business and state the objectives of business. [10]

Q3) Discuss the various factors affecting the size of business enterprises. [10]

Q4) Explain the importance and functions of Retailing. [10]

Q5) Write Short Notes (Any 3): [15]

- a) Level of Distribution Channel.  
b) Domestic Trade.  
c) Digital Marketing.  
d) OPC.  
e) Commerce.  
f) Copyright.

