

Name of the Course: BA Programme

Name of the Paper: Generic Elective: Modern Business Organisation

Semester: V

Paper Code: 62415501

Marks: 75

Duration: 3 Hours

No. of Pages: 2

Attempt any four questions out of the six. All questions carry equal marks.

Q1. A sole proprietor wants to expand his business and requires more capital and professional expertise for such expansion. Should the proprietor convert his entity to a Partnership Firm or a Private Company? Explain in light of the differences and advantages of these forms of organizations.

Q2. "Multinational Corporations are a mixed blessing for developing economies." Explain. What policy should government of India follow regarding MNCs?

Q3. Explain the concept of Business Ethics and the ethical issues faced by modern managers. Discuss Business Ethics in the context of the recent technology wave and operations of technology giants like Facebook, Amazon, Google and Apple.

Q4. Explain the recent digital revolution in Indian business. What changes in business have come as a result of emergence of E-commerce in India? What is

the scope of e commerce and what are the Pre requisites of successful e-commerce implementation?

Q5. What are Central Public Sector Enterprises (PSEs) and what are the different forms in which they can be incorporated? What role have they played in the Indian economy? What are Ratna Companies and what is the objective of granting Ratna Status to a PSEs?

Q6. Write short notes on any **two**

1. Non-Government Organizations
2. Business and Culture
3. Chain Stores
4. Corporate Social Responsibility
5. Difference between Limited Liability Partnership and Company form of organization

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