

No. of Printed Pages : 4

ECO-01

**BACHELOR'S DEGREE PROGRAMME
(BDP)**

Term-End Examination

June, 2022

(Elective Course : Commerce)

ECO-01 : BUSINESS ORGANISATION

Time : 2 Hours

Maximum Marks : 50

Weightage : 70%

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Describe the requisites of an ideal form of business organisation. 10
2. Discuss main features of sole trader organisation. State briefly its merits and limitations. 5+5
3. Differentiate between advertisement and publicity with suitable example. 10

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4. Discuss briefly the factors that influence the choice of channel of distribution. 10
5. What are the various types of risks that are associated with any business ? Discuss briefly. 10
6. In what respect is rail transport superior to road transport ? What are the limitations of rail transport ? 10
7. What is a public enterprise ? How is it different from private enterprise ? 3, 7
8. Write short notes on any *two* of the following : 5+5
- (a) Departmental organisation
 - (b) Sales policy of public utilities service institutions.
 - (c) Instruments of government control of private business
 - (d) Government company