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**ECO-01**

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

**Term-End Examination**

**December, 2023**

**ELECTIVE COURSE : COMMERCE**

**ECO-01 : BUSINESS ORGANISATION**

*Time : 2 Hours*

*Maximum Marks : 50*

*Weightage : 70%*

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**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. What is Business ? Explain features and objectives of Business. 2+8
2. What is Industry ? Explain its classification with illustrations. 2+8
3. Differentiate between Partnership and Joint Stock Company. 10
4. Briefly explain the meaning of the following :  
3+3+4
  - (a) Money Market

**P. T. O.**

- (b) Capital Market
- (c) New Issue Market
5. What is Media ? Discuss the characteristics and types of media. 2+8
6. Outline the nature of problems and limitations associated with the operation of public enterprises. 10
7. What is channel of distribution system ? Discuss the factors influencing the choice of channel. 2+8
8. Write short notes on any **two** of the following : 5+5
- (a) Economic Activity *vs.* Non-Economic Activity
- (b) Wholesalers *vs.* Retailers
- (c) Ownership Capital *vs.* Borrowed Capital
- (d) Various types of Banks