

Question Paper Code : 1781

B.B.A. (MS) (Semester-II) Examination, 2018

BUSINESS ORGANIZATION & ENTREPRENEURSHIP

[BMS-205]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. and carries **30** marks. In addition attempt **one** question carrying **10** marks from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Features of a business
 - (b) Characteristics of a modern business
 - (c) What is a joint stock company ?
 - (d) What is a cooperative society ?
 - (e) What factors affect entrepreneurial growth ?
 - (f) Who is an intrapreneur ? Write his characteristics.

- (g) Concept of PERT
- (h) Concept of CPM
- (i) Role of ethics in business
- (j) Rights of partners

UNIT-I

2. What is an economic system ? Mention its various types and explain their merits and demerits. [10]
3. "Businesses have certain responsibilities to fulfill towards the society." In view of this statement, discuss the concept of corporate social responsibility, citing examples. [10]

UNIT-II

4. What is meant by Business Organization ? Write an elaborate note on sole proprietorship. [10]
5. What is a merger and how is it different from an acquisition ? Discuss the various types of mergers and acquisitions. [10]

UNIT-III

6. Citing real life examples of their businesses and their growth pattern, write about any two Indians of your choice who have been successful entrepreneurs. [10]

7. What is the need of a motivation theory ? Explain Herzberg's motivation hygiene theory in detail. [10]

UNIT-IV

8. How is a project formulated and selected ? Discuss the impact of choice of technology on it. [10]
9. Write an elaborate note on SWOT analysis. [10]

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