

A (Printed Pages 4)
(20222) Roll No.
BBA-I Sem.

18078 (CV-III)

BBA Examination, Dec.-2021

(Business Organisation and Ethics)

(BBA-106)

(New)

Time : 1½ Hours] [Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section - A

Note : Attempt any **two** questions. Each question carries **7.5** marks. Very short answer is required not exceeding 75 words. $2 \times 7.5 = 15$

1. What is an economic activity?

P.T.O.

2. Meaning of Promotion of a business.
3. Define a consumer cooperative society.
4. Meaning of Business Ethics.
5. Meaning of Social Audit.

Section - B

Note : Attempt any **one** question out of the following 3 questions. Each question carries **15** marks. Short answer is required not exceeding 200 words.

$1 \times 15 = 15$

6. What is a Profession? Discuss characteristics of Profession.
7. Discuss that the size of market determines the size of a business unit.
8. Define Partnership. Discuss main contents of partnership deed.

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Section - C

Note : Attempt any **two** questions out of the following 5 questions. Each question carries **22.5** marks. Answer is required in detail. $2 \times 22.5 = 45$

9. What is meant by 'Business'? Discuss multiple objectives of Business. Have these objectives changed over a period of time?
10. What factors should an entrepreneur kept in mind while setting up a new business unit? Discuss in detail.
11. What is a Joint stock company? Discuss features of a Joint stock company. Why would you prefer this form of business organisation over the other form of business organisations?

12. Discuss the 'Principle of Trusteeship' as given by Mahatma Gandhi.
13. What is Corporate Mission Statement? What are the components of Mission Statement? Discuss the need of Mission Statement.