

Bc/BC/C11

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(FYUGP)

(5th Semester)

COMMERCE

(MAJOR)

Paper Code : BC/C11

(Business Organization and Management)

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. (a) Explain the problems faced by small and medium enterprise in India. 15

Or

- (b) What is 'Make in India' movement? Evaluate its achievements and challenges. 5+10=15

2. (a) What is partnership firm? Explain the characteristics and kinds of partners. 3+6+6=15

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(Turn Over)



(2)

Or

- (b) What are multinational corporations?
Explain their roles and impacts on
Indian economy. $3+6+6=15$

3. (a) What is decision-making? Explain the
nature and importance of managerial
decision-making. $3+12=15$

Or

- (b) What is organising? Explain the
importance of organising. $3+12=15$

4. (a) Explain the importance and qualities of
leadership. $7\frac{1}{2}+7\frac{1}{2}=15$

Or

- (b) Discuss the process and barriers of
communication. $7+8=15$

5. (a) Explain the product life cycle and
strategies applicable at each stage. 15

Or

- (b) Discuss the objectives of financial
management and explain the
significance of venture capital as a
source of finance. $7+8=15$
