

Bc/BC/C11

2 0 2 5
(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

(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. 7½+7½=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

★ ★ ★