12104

BACHELOR'S DEGREE PROGRAMME

Term-End Examination

December, 2018

ELECTIVE COURSE : COMMERCE

ECO-001 : BUSINESS ORGANISATION

Time : 2 hours *Maximum Marks : 50*
(Weightage : 70%)

***Note :** Attempt both **Part - A** and **Part - B**.*

PART - A

1. Attempt **any four** of the following : **5+5+5+5**

(a) Enumerate the essentials of an effective advertisement.

(b) Briefly explain the services provided by retailers to consumers.

(c) List out the factors affecting the capital structure of a firm.

(d) Distinguish between 'Entrepreneur' and 'Promoter'.

(e) Explain the benefits of containerisation for transportation of goods.

(f) State the features of public utilities.

PART - B

Attempt **any three** questions :

2. Explain the financial performance of public enterprises in India. **10**

3. "All business risks are not insurable". In the light of this statement, explain insurable risks and non-insurable risks. **6+4**

4. Define the term 'business' and explain its essential features. **2+8**

5. Describe 'factoring' and 'discounting of bills of exchange' as methods of raising short-term finance. **5, 5**

6. Explain the objectives of advertising. **10**

7. (a) Discuss how does a letter of credit help in financing foreign trade. **5, 5**

   (b) Narrate the shipping documents required to be submitted along with a documentary letter of credit.