



SC-4180

**M. B. E. (Sem. II) Examination**  
**March / April – 2011**  
**Business Organisation**  
**(Old & New)**

Time : 3 Hours]

[Total Marks : 70

**Instruction :**

(1)

नीचे दशांशक निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
M. B. E. (Sem. 2)

Name of the Subject :  
Business Organisation (Old & New)

Subject Code No. : 4 1 8 0 Section No. (1, 2,.....): Nil

Seat No. :

Student's Signature

- (2) As per the instruction No. 1 of page No. 1.
- (3) Questions 1 and 2 are compulsory.
- (4) Answer any four from questions 3 to 8.
- (5) The marks assigned to each question is shown against it.

- 1 Explain the structure - conduct - performance model. **15**  
Explain any one measure of market concentration.
- 2 Explain in brief the prudential financial policy to be **15**  
followed by the firms as explained by Marris theory.
- 3 Explain the concept of a "firm" and what are the **10**  
factors which determine an optimum size of a firm.

- 4 What is industry policy ? Under what circumstances industry policy is required ? Mention the main features of India's industrial policy since 1991. 10
- 5 What are mergers ? Distinguish between horizontal mergers, vertical mergers and conglomerate mergers. 10
- 6 Define the concept of MNCs and discuss the demerits of MNCs. 10
- 7 Explain the factors responsible for the unsatisfactory performance of public sector undertakings. 10
- 8 Write short notes on **any** two : 10
- (i) Restrictive Trade practices.
  - (ii) Public goods
  - (iii) Baumol's sales revenue maximization model
  - (iv) Privatization
  - (v) Partnership firms.
-