



RAN-2510000101044002

F.Y.B.B.A. (Digital Marketing) (Sem. - I) Examination November - 2025
MDC-Business Organisation

Time: 2 Hours]

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
 Fill up strictly the above details on your answer book.

Seat No.:

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Student's Signature

- Q.1. Answer in brief: (Any FIVE) (10)**
- 1) Define business.
 - 2) What are the qualities of a successful businessman?
 - 3) State two points of difference between product layout and process layout.
 - 4) List down the stages of development of business.
 - 5) Give two examples of horizontal combination.
 - 6) Give full forms of:
 - a) LAN
 - b) WAN
 - 7) What is a joint stock company?
- Q.2. a) State the difference between industry and commerce. (07)**
b) Discuss various forms of business combinations in brief. (07)
- OR**
- Q.2. Explain classification of business activities in detail. (14)**
- Q.3. Explain the concept of one person company along with its merits and demerits in detail. (14)**
- OR**
- Q.3. a) Discuss any three factors that affects plant location in detail. (07)**
b) Explain types of networks in detail. (07)
- Q.4. Write Short Notes (Any 3) (12)**
1. Difference between sole proprietorship and partnership.
 2. Factors determining optimum size of a business.
 3. Importance of plant location.
 4. Rationalization.
 5. Block diagram of computer.