

School of Finance and Commerce

Commerce
ETE - Jun 2023

Time : 3 Hours

Marks : 100

Sem II - H1UB201T - Business Organisation and Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

1. Explain the advantages of sole proprietorship. K1 CO1 (5)
 2. Illustrate the concept of financial management. K2 CO1 (5)
 3. Identify some of the challenges of manufacturing sector in India. K1 CO1 (5)
 4. Illustrate the concept of business communication. Also discuss the barriers in business communication. K3 CO2 (10)
 5. Checkers Pizza was one of the first to offer home delivery service, with over-whelming success. However, the major pizza chains soon followed suit, taking away Checkers's competitive edge. Jon Barnard, Checkers's founder and co-owner, needed a new gimmick to beat the competition. He decided to develop a computerized information database that would make Checkers the most efficient competitor and provide insight into consumer buying behaviour at the same time. Under the system, telephone customers were asked their phone number; if they had ordered from Checkers before, their address and previous order information came up on the computer screen. After successfully testing the new system, Barnard put the computerized order network in place in all Checkers outlets. After three months of success, he decided to give an award to the family that ate the most Checkers pizza. Through the tracking system, the company identified the biggest customer, who had ordered a pizza every weekday for the past three months (63 pizzas). The company put together a program to surprise the family with an award, freefood certificates, and a news story announcing the award. As Barnard began to plan for the event, however, he began to think that maybe the family might not want all the attention and publicity.
What are some of the ethical issues in giving customers an award for consumption behaviour without notifying them first?
Do you see this as a potential violation of privacy? Explain.
How would you handle the situation if you were Barnard
 6. Explain the important functions of human resource management. K4 CO5 (10)
- OR**
7. Explain the role of SEBI in regulating the financial markets. K4 CO5 (10)
 7. Construct a detailed flowchart exhibiting the procedure of export trade. K3 CO2 (10)
 8. Summarize the practical implications of Herzberg's motivation theory. K5 CO4 (15)
- OR**
9. Evaluate Two Factor Theory of motivation. K5 CO4 (15)
 9. Contrast the differences between project organization and network organization. K4 CO3 (15)
 10. Explain the relative merits and demerits of a sole proprietorship and cooperative society. K3 CO2 (15)