

Set : A

Sr. No. of Question Paper:

Unique Paper Code : 22415104
Name of the Paper : **BCH 1.4(b)** - Business Organization and Management
Name of the Course : **B.Com. (Hons.): Semester-I, Generic Elective**
Semester : **I (GE-I)**
Duration : 3 Hours
Maximum Marks : 75

Instructions for candidates

1. Attempt all questions.
2. All questions carry equal marks.

1. Differentiate between pure online and bricks and mortar business. Which mode is more suitable when people want to touch and feel the goods before buying the same?
2. “It is the entrepreneur who bears the risk of an industry”. Comment on this statement and explain the process of entrepreneurship.
3. What is meant by family business? What are the merits of family business in India? What are the main challenges faced by family business firms in India?
4. What are managerial skills? What skill-mix is expected of the manager at the top level of the organization?
5. Explain the main barriers to communication in an organization and suggest measures for removing them.
6. What is meant by hierarchical nature of needs? Is this hierarchy rigid? Discuss with suitable examples.