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**SARDAR PATEL UNIVERSITY**  
**BBA (I Semester) Examination**  
**Thursday, 23 April 2015**  
**2.30 - 4.30 pm**  
**UM01CBBB02 - Industrial Organization**

**Total Marks : 60**

Q.1 What is meant by Business System ? Explain its **various environment** in brief. (15)

**OR**

Q.1 (a) Discuss nature and scope of business. (07)

(b) Write note on-Essentials of a Successful Business. (08)

Q.2 (a) Define Joint Stock Company. Explain its merits and **demerits in brief.** (10)

(b) How Co-operative Society can be formed ? (05)

**OR**

Q.2 (a) What is meant by Partnership ? Discuss its merits. (08)

(b) Explain various merits of Sole-proprietorship firm. (07)

Q.3 What is Horizontal and Vertical Combination ? **Discuss Causes of** Combination. (15)

**OR**

Q.3 (a) Distinguish between: (10)

(i) Trust V/s Cartels

(ii) Trust V/s Holding Company

(b) Discuss advantages of holding of companies. (05)

Q.4 Write note on: (15)

(i) Memorandum of Association

(ii) Articles of Association

(iii) Prospectus

**OR**

Q.4 Write note on: (15)

(i) Underwriting of Securities

(ii) Importance of underwriting

(iii) Company Promotion Abroad