

SARDAR PATEL UNIVERSITY
FY BBA(IB) Examination, II Semester
Monday Date 04-04-2016
Time : 2:30 to 4:30
Subject Code : UM02CBBB02
Subject Title: Industrial Organization - II

Total Marks- 60

Q.1 What is business? Explain the procedure of setting up a new enterprise. 15

OR

Q.1 Write short notes on 15
a) Location of plant & equipments
b) Explain procedure for development of new product.

Q.2 a) Why management and company ownership are separate in company management 7
b) Define directors. Explain his duties and functions in company management. 8

OR

Q.2 a) Briefly explain structure of company management 7
b) Step wise explanation usual agencies of management 8

Q.3 a) What is office management? Explain the modern office functions. 7
b) What is office management? Explain his duties and responsibilities of office manager. 8

OR

Q.3 a) Briefly explain managerial functions in office. 7
b) What is co -ordinations? Briefly explain basic conditions for effective co - ordination. 8

Q.4 Write difference between large scale and small scale business 15

OR

Q.4 a) Define optimum firm? Which factor influence optimum firm? 7
b) Which factors are helpful for survival of small business 8