

(79 & A-30)

SEAT No. _____

No. of Printed Pages ; 1

SARDAR PATEL UNIVERSITY

B.B.A.(I.B.) – First Semester Examination

Day & Date : Friday, 10th November 2017, Time : 02-00 P.M. TO 04-00 P.M.

Subject: Industrial Organization

Subject Code: UM01CBBB02 / BBF02

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Give scope of "Business" and explain business system. (15)

OR

Q.1 Explain: Essentials of a successful business. (15)

Q.2 Narrate: Procedure for formation of Joint Stock Company and explain its merit. (15)

OR

Q.2 Discuss: Merit and demerit of partnership and sole proprietorship business structure. (15)

Q.3 Write Note On : (a) Horizontal and Vertical Combination. (8)

(b) Causes of Combination. (7)

OR

Q.3 Differentiate: (a) Trust v/s Holding Company. (8)

(b) Cartels v/s Trust. (7)

Q.4 Discuss: Memorandum of association and Articles of Association for company. (15)

OR

Q.4 Explain: Prospectus and scanning of prospectus. (15)