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**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**

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