



( 2 )

Bc/BC/C11

2025

( FYUGP )

( 5th Semester )

COMMERCE

( MAJOR )

Paper Code : BC/C11

( Business Organization and Management )

Full Marks : 75

Pass Marks : 40%

Time : 3 hours

The figures in the margin indicate full marks  
for the questions

1. (a) Explain the problems faced by small  
and medium enterprise in India. 15

Or

(b) What is 'Make in India' movement?  
Evaluate its achievements and  
challenges. 5+10=15

2. (a) What is partnership firm? Explain the  
characteristics and kinds of partners.  
3+6+6=15

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( Turn Over )

Or

(b) What are multinational corporations? Explain their roles and impacts on Indian economy. 3+6+6=15

3. (a) What is decision-making? Explain the nature and importance of managerial decision-making. 3+12=15

Or

(b) What is organising? Explain the importance of organising. 3+12=15

4. (a) Explain the importance and qualities of leadership.  $7\frac{1}{2}+7\frac{1}{2}=15$

Or

(b) Discuss the process and barriers of communication. 7+8=15

5. (a) Explain the product life cycle and strategies applicable at each stage. 15

Or

(b) Discuss the objectives of financial management and explain the significance of venture capital as a source of finance. 7+8=15

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