

**B.COM**  
**SEMESTER- 1<sup>ST</sup>**  
**BUSINESS ORGANISATION AND RETAIL TRADE MANAGEMENT**  
**BCM-104**

**Duration: 3 Hrs.**

**Marks: 70**

**Part : A (Objective) = 20**

**Part : B (Descriptive) = 50**

**[ PART-B : Descriptive ]**

**Duration: 2 Hrs. 40 Mins.**

**Marks: 50**

**[ Answer question no. One (1) & any four (4) from the rest ]**

1. Define Micro, Small and Medium Enterprise as per the MSME Development Act, 2006. State various advantages of MSMEs with reference to North East India. 6+4=10
2. What is franchising? Analyze the merits and demerits of franchising. 2+8=10
3. 'Productivity is influence by various factors'. Highlight those factors. 10
4. Define Retailing. Explain the various factors influencing retail location decision. 2+8=10
5. Write short note on any two of the following: 2X5=10
  - a. Retail merchandising
  - b. Public Sector Enterprise
  - c. e-Retailing
6. What is a Multi National Company? Why do companies go international? Discuss the merits and demerits of MNCs to home and host countries. 2+3+5=10
7. State the benefits of Public Private Partnership (PPP). Discuss the various modes of Public Private Partnership. 2+8=10
8. What do you mean by retail strategy? Briefly discuss the retail market strategies. 2+8=10

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**[ PART-A : Objective ]**

**I.Choose the correct answer from the following :**

**1X20=20**

1. The concept of Corporate Social Responsibility is included in:
  - a. The Companies Act, 1956
  - b. The Companies Act, 2013
  - c. The Factory Act, 1948
  - d. The MSME Development Act, 2006
2. The contractual relationship between two entities, which allows one entity to use other entity's business format or brand name etc may be referred as:
  - a. Outsourcing
  - b. Employment contract
  - c. Franchising
  - d. Holding contract
3. Rationalisation is:
  - a. Use of automation in the industry
  - b. Change in the attitude of employees and employer
  - c. Increasing efficiency
  - d. All the above
4. Freeing the economy from direct controls of the Government is:
  - a. Liberalisation
  - b. Privatisation
  - c. Globalisation
  - d. All the above
5. On 25<sup>th</sup> September, 2014, 'Make in India' campaign was launched by:
  - a. The President of India
  - b. The Prime Minister of India
  - c. Chief Justice of India
  - d. Ratan Tata
6. Indian retail scenario is characterized by:
  - a. Dominance of Un-organised sector
  - b. Huge Profitability
  - c. Less Competition
  - d. None of the above
7. Function of retailers:
  - a. Risk Bearing
  - b. Financing
  - c. Both a & b
  - d. Neither a nor b
8. Which one of the following E-commerce giant is the oldest entity?
  - a. Amazone
  - b. Flipkart
  - c. Snapdeal
  - d. None of the above
9. Integration of national economy with the world economy:
  - a. Liberalisation
  - b. Privatisation
  - c. Globalisation
  - d. All the above
10. Which of the following is profit making entity?
  - a. ASSOCHAM
  - b. FICCI
  - c. FINER
  - d. None of the above
11. Scope of production management:
  - a. Production Schedule
  - b. Process design and planning
  - c. Material handling system
  - d. All the above
12. One of the disadvantage of rationalization to the industry:
  - a. Improve efficiency
  - b. Financial burden
  - c. Both a or b
  - d. Neither a nor b
13. A joint venture is always a type of:
  - a. Strategic alliance
  - b. A distribution agreement
  - c. A marketing agreement
  - d. None of these
14. A multinational corporation is defined as:
  - a. Having multiple ethnic workforce
  - b. Having suppliers in more than one country
  - c. Carrying out production or operation in more than one country
  - d. Having more than 100 volunteer

15. What is a PLC?  
 a. Public Licensed Company  
 b. Private Licensed Company  
 c. Private Limited Company  
 d. Public Limited Company
16. In which year was the new liberalized industrial policy announced in India?  
 a. 1989  
 b. 1990  
 c. 1991  
 d. 1992
17. E-retailing means  
 a. Doing retailing through electronic media  
 b. Ordering for goods through telephone  
 c. Only buying the goods and services through electronic media  
 d. None of these
18. The sector owned by state or central government is  
 a. Private sector  
 b. Public sector  
 c. Joint sector  
 d. Cooperative sector
19. The maximum number limit on a private company for membership as per new Companies Act, 2013 is:  
 a. 100  
 b. 200  
 c. 300  
 d. 400
20. ONGC Ltd is a  
 a. Maharatna corporation  
 b. Navaratna corporation  
 c. Miniratna Category-I corporation  
 d. Miniratna Category-II corporation

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**UNIVERSITY OF SCIENCE & TECHNOLOGY, MEGHALAYA**



**[PART (A) : OBJECTIVE]**

Duration : 20 Minutes

Serial no. of the  
main Answer sheet

Course : .....

Semester : ..... Roll No : .....

Enrollment No : ..... Course code : .....

Course Title : .....

Session : ..... 2017-18 ..... Date : .....

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**Instructions / Guidelines**

- The paper contains twenty (20) / ten (10) questions.
- Students shall tick (✓) the correct answer.
- No marks shall be given for overwrite / erasing.
- Students have to submit the Objective Part (Part-A) to the invigilator just after completion of the allotted time from the starting of examination.

Full Marks	Marks Obtained
20	

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature