

**GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)**



B.B.A. (First Semester) Regular Examinations, January – 2025

**23BBAPC11001 – Introduction to Business
(BBA)**

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A

(2 x 5 = 10 Marks)

Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Write the types of organization.	CO3	K1
b. Define the types of company.	CO2	K1
c. Define tall organisational structure	CO1	K2
d. Write the advantage of line organisation.	CO5	K3
e. Define sole proprietorship.	CO4	K2

PART – B

(10 x 5 = 50 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Explain briefly the forms of business organisation. (OR)	10	CO2	K1
b. Explain the successful qualities of a businessman.	10	CO3	K2
3.a. Describe the difference between private and public limited company. (OR)	10	CO1	K3
b. Explain the merits and demerits of partnership.	10	CO4	K1
4.a. Explain the features of joint stock company. (OR)	10	CO5	K3
b. Explain briefly about the formation of a company.	10	CO1	K2
5.a. Explain the types of organisational structure. (OR)	10	CO2	K3
b. Explain the merit and demerit of matrix organisation.	10	CO3	K1
6.a. What is modern business environment? Explain its importance. (OR)	10	CO2	K1
b. Difference between line and staff organisation.	10	CO4	K3

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