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School of Commerce

Mid - Term Examinations - November 2024

SEMESTER: 1ST SEM

Course Code: COM1025

Course Name: Business and Technology

Date: 04-11-2024

Time: 09.30am to 11.00am

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

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|---|---|---------|----|-----|
| 1 | Define business organisation | 2 Marks | L1 | CO1 |
| 2 | Differentiate between stakeholders and shareholders | 2 Marks | L4 | CO1 |
| 3 | Describe the concept of “agency relation” | 2 Marks | L2 | CO1 |
| 4 | State the concept of marketing mix | 2 Marks | L1 | CO2 |
| 5 | Differentiate between “formal and informal organizations” | 2 Marks | L4 | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|---|---|---------|----|-----|
| 6 | Analyze different types of stakeholders and their interest in the business organization | 10Marks | L4 | CO1 |
|---|---|---------|----|-----|

Or

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| 7 | Examine the concept of Mendelow framework by evaluating its significant in stakeholder management | 10Marks | L4 | CO1 |
|---|---|---------|----|-----|

8	Discuss the concept of External analysis in detail	10Marks	L2	CO1
Or				
9	Examine different types of business organisations	10Marks	L4	CO1
10	Discuss in detail different basic organizational structure concepts	10Marks	L2	CO2
Or				
11	Compare different types of business organizational structures	10Marks	L4	CO2
12	Examine the role and functions of different departments in a business organization.	10Marks	L4	CO2
Or				
13	Discuss the advantages and disadvantages of centralization and decentralization	10Marks	L2	CO2