

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- BBA

Term End Examination (2025 Pattern) April- May – 2026- Semester – II

Course Name: Business Organisation and System

Max. Marks: 50

Course Code: 25BBA201T

Time: 2:30 Hours

Instructions

- *Attempt All Questions*
- *Read the instructions and answer accordingly.*
- *Keep the presentation neat.*

Q1.	A. Attempt all the MCQs:	(5 Marks)	CO1
	i) Which form of business has limited liability? a) Sole Proprietorship b) Partnership c) Company d) Joint Hindu Family		
	ii) Cybersecurity mainly deals with: a) Marketing b) Protecting digital data c) Accounting d) Manufacturing		
	iii) Social audit evaluates: a) Profit b) Financial records c) Social performance of a business d) Production efficiency		
	iv) Phishing attacks are related to: a) Marketing b) Cybersecurity c) Production d) Distribution		

	v) A key requisite for success in business is: a) Ignoring competition b) Proper planning c) Avoiding innovation d) Limiting market research B. Answer in One Line: (5 Marks) i) What is Sole Proprietorship? ii) What is risk in business? iii) What is social media in business? iv) What is cloud computing? v) What is sustainability?	
Q2.	Write any 3 out of 4 Questions: (15 Marks) i) Discuss the requisites for success in business. ii) Describe the steps involved in setting up a business enterprise. iii) Explain the importance of social media in business. iv) Discuss the importance of professionalization in business.	CO2
Q3	Write any 3 out of 4 Questions: (15 Marks) i) Analyze the role of risk and innovation in business success. ii) Analyze the impact of globalization on small businesses. iii) Evaluate the benefits and risks of digital transformation in business. iv) Explain how businesses can fulfill their social responsibilities effectively.	CO3
Q4	Write any 1 out of 2 Questions: (10 Marks) i) Evaluate the impact of social media on business growth and brand building. ii) Discuss the impact of cultural and social changes on business practices and strategies.	CO4
