

ECO - 01

**Bachelor's Degree Programme
(BDP)**

ASSIGNMENT

2023-2024

**Elective Course in Commerce
ECO-01: BUSINESS ORGANISATION**

For July 2023 and January 2024 Admission Cycle



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068**



Elective Course in Commerce
ECO – 01: Business Organisation
ASSIGNMENT- 2023-24

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

This assignment is valid for two admission cycles (**July 2023 and January 2024**). The validity is given below:

1. Those who are enrolled in **July 2023**, it is valid up to **June 2024**.
2. Those who are enrolled in **January 2024**, it is valid up to **December 2024**.

You have to submit the assignment of all the courses to The Coordinator of your Study Centre. For appearing in June Term-End Examination, you must submit assignment to the Coordinator of your study centre latest by **15th March**. Similarly for appearing in December Term-End Examination, you must submit assignments to the Coordinator of your study centre latest by **15th September**.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	ECO-01
COURSE TITLE	:	BUSINESS ORGANISATION
ASSIGNMENT CODE	:	ECO-01/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Attempt all the questions:

- 1.** What do you understand by commerce? Briefly explain the classification of commerce with suitable examples. **(2+18)**

- 2.** Explain briefly the importance of stock exchange in a modern society. What are its shortcomings? **(10+10)**

- 3.** What do you understand by advertising media? Discuss the importance of media for advertising. **(2+18)**

- 4.** Define the term 'Banker'. What is the relationship between a banker and his customer? **(2+18)**

- 5. Comment briefly on the following statements:** **(4×5)**
 - (a)** Economics activities are concerned with production, exchange and distribution of goods and services.
 - (b)** A company established by a special act of the parliament or state legislature is called 'statutory company'.
 - (c)** Capital market denotes transactions involving procurement and supply of long-term funds which take place among individuals and institutions.
 - (d)** Retailing refers to sale of goods to the ultimate users.