

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

ASSIGNMENT

2018-19

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

For July 2018 and January 2019 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- 2018-19

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 2018 and January 2019). The validity is given below:

1. Those who are enrolled in July 2018, it is valid up to June 2019.
2. Those who are enrolled in January 2019, it is valid up to December 2019.

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 Organization
Assignment Code	:	ECO – 01/TMA/2018-19
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions.

1. a) Distinguish between the following: (5+5)
 - i) Advertising and publicity
 - ii) Savings bank account and current account
- b) Write short notes on the following: (5+5)
 - i) Essentials of a good transport system
 - ii) Components of an insurance contract
2. “None of the four forms of business organization has all the features of an ideal form of business organization”. Critically evaluate the statement. (20)
3. Why is the stock exchange called a barometer of the economic and business conditions in a country? (20)
4. Discuss various factors to be kept in mind while selecting suitable medium of advertising. (20)
5. What are the forms of organization in public enterprises? Explain their features, merits and limitations of each of them. (5+15)