

Bachelor of Commerce

B.Com

CHOICE BASED CREDIT SYSTEM

BCOC – 132: Business Organisation and Management

ASSIGNMENT

2020-2021

First Semester



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



**BACHELOR OF COMMERCE
CHOICE BASED CREDIT SYSTEM
BCOC – 132: Business Organisation and Management**

ASSIGNMENT: 2020-2021

Dear Students,

As explained in the Programme Guide, 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.

1. Those students who are appearing in June 2020 Term End Examination they have to submit latest by in 15th March 2020.
2. Those students who are appearing in December 2020 exams. They should download the assignment and submit the same latest by 15th October 2020.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOC-132
COURSE TITLE	:	Business Organisation and Management
ASSIGNMENT CODE	:	BCOC-132/TMA/2020-2021
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

- Q.1** (a) What are the marketing concepts? Explain the process of evolution of these concepts. **(10)**
- (b) Discuss the sources of raising finance through the equity shares and debentures? Compare their relative merits and demerits. **(10)**
- Q.2** (a) What do you mean by Business Ethics? State the major components of business ethics. **(10)**
- (b) What is a Joint Stock Company? Explain how it overcomes the limitations of non – corporate form of organisation. **(10)**
- Q.3** Briefly comment on the following: **(4X5)**
- (a) Partnership organisations emerged essentially because of the limitations and failures of the sole proprietorships.
- (b) Wealth maximisation is preferred over profit maximisation.
- (c) Planning and decision making are two sides of the same coin.
- (d) Money holds the key to work motivation in modern business organisations.
- Q.4** Distinguish between the following: **(4X5)**
- (a) Internal Trade and External Trade
- (b) Government and Non-government Companies
- (c) Line Organisation and Functional Organisation
- (d) Formal and Informal Communication
- Q.5** Write short notes on the following: **(4X5)**
- (a) Incubators
- (b) International Business
- (c) Organisational Manual
- (d) Motivation