



Avinashilingam Institute for Home Science and Higher Education for Women
 (Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)
 Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B
 Coimbatore - 641 043, Tamil Nadu, India

Bachelor's Degree Examination – March 2021
I Semester

Class : I UG
Major : Tourism

Time : 3 Hours
Max. Marks : 100

18BTOC01 Principles of Business Organization

Part A
Choose the Correct Answer

10 x 1 = 10

1. Which is the statutory corporation?
 a. LIC b. SAIL c. RAILWAY d. RIL
2. The Head of the joint Hindu family business is called
 a. Proprietor b. Director c. Karta d. Manager
3. Which of the following is the first step in making a correct location choice?
 a. Develop location alternatives
 b. Decide the criteria for evaluating location alternatives
 c. Evaluate the alternatives
 d. Make a decision and select the location
4. The small scale industry can enjoy the status of _____ unit if it exports more than 50% of its production.
 a. Domestic unit b. Export Oriented units
 c. Small scale unit d. Import oriented units
5. Which of the following is not a reason for a company to expand through a combination, rather than by building new facilities?
 a. A combination might provide cost advantages.
 b. A combination might provide fewer operating delays.
 c. A combination might provide easier access to intangible assets.
 d. A combination might provide an opportunity to invest in a company without having to take responsibility for its financial results.
6. SAMPADA scheme is related to
 a. Empowering women through microfinance
 b. Agricultural credit to small farmers
 c. Agro-food processing industry
 d. Providing loans for development of textile industries
7. A Rotograph is best appropriate for
 a. High speed digital printing and copying
 b. Reducing the time information is organized
 c. Allowing information to be copied between servers
 d. Producing documents in short time span.
8. Goods imported for the purpose of export is known as
 a. Home trade b. Foreign trade c. Entrepot d. Trade

9. Which office machine allows the user to put a stamped impression on an envelope?
a. Fax machine b. Franking machine c. Photocopier d. Computer
10. File type can be represented by _____
a. file extension b. file identifier
c. file name d. None of the above

Part B **5 x 6 = 30**
Answer ALL questions
Each answer should not exceed 400 words or two pages

- 11.a. Define Business organization.
(or)
11.b. What is public enterprise?
- 12.a. Define decentralization.
(or)
12.b. What is small scale business?
- 13.a. Write short note on business combination.
(or)
13.b. Define Industrial policy.
- 14.a. Write the various types of international trade.
(or)
14.b. How the differ from whole seller to retailer? Give suitable example.
- 15.a. What is office management?
(or)
15.b. Briefly explain Indexing.

Part C **5 x 12 = 60**
Answer ALL questions
Each answer should not exceed 800 words or four pages

- 16.a. Describe the essentials of good manager and entrepreneur.
(or)
16.b. Distinguish between partnership firm and sole trade firm.
- 17.a. Explain the factors influencing location for new start up business.
(or)
17.b. What is optimum firm? Explain the factors affecting optimum size firm.
- 18.a. Enumerate the business combination types and forms.
(or)
18.b. Describe an overview of industrial policy in India.
- 19.a. Explain the various services of wholesale trader to manufacturers and retailers.
(or)
19.b. Define import and export business and briefly explain the procedures of its.
- 20.a. Define office management. Explain the functions of an office manager.
(or)
20.b. How do you build a good office environment?
