

Mid Semester Examination: August, 2016

Business Organization and Management

**GUJARAT NATIONAL LAW UNIVERSITY  
GANDHINAGAR**  
Course: **Business Organization and Management**  
Semester-I (Batch: 2016-21)

Mid Semester Examination: August, 2016

**Date: 11 August, 2016**

**Duration: 2 Hours**

**Max. Marks: 30**

**Instructions:**

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write any thing on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.

	<b>Marks</b>
Q.1 Answer <u>any two</u> of the following questions.	(2x5 =10)
a) What do we mean by ambidextrous organization? How does it ensure the longevity of organization's life?	
b) What do we mean by economic system? Explain different types of economic systems in detail.	
c) Define business and write a detailed note on economic objectives of the business.	
Q.2 Answer the following questions.	(2x5 =10)
a) Explain in detail various components of Boston Consultancy Group (BCG) Matrix. What purposes does the BCG Matrix serve as a strategic management tool?	
b) Define business environment. How has the Indian business environment evolved since early 20 <sup>th</sup> century?	
Q.3 Answer any two of the following questions.	(2x5 =10)
a) Define corporate social responsibility (CSR). Give arguments in favour of and against CSR.	
b) Define business ethics. Explain the factors affecting ethical behaviour in businesses.	

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