

Roll No. 

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Total No. of Pages : 01

Total No. of Questions : 08

**P.G. Diploma in Digital Marketing (Sem.-1)**  
**MODERN BUSINESS ORGANIZATION & MANAGEMENT**  
Subject Code : PGDDM104-20  
M.Code : 79135

Time : 2 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt any FIVE question(s), each question carries 12 marks.
  
- 1) How E-Commerce is important these days in Indian economy? What are the social responsibilities for online companies?
- 2) Write a detailed note on the "Make in India" movement. What is the role of technology innovation for startups?
- 3) Write short note on the; Sole proprietorship, One person company, Joint Hindu Family Firm and cooperative society.
- 4) What would be the structure of organisation? What are different factors to be considered while choosing the form of organisation?
- 5) What is the process of Management? Discuss all the important functions of management.
- 6) What would be the role of Marketing Management and Financial management for the Modern business organisation?
- 7) How leadership is important for the business organizations? Discuss any two theories of leadership for business organisation.
- 8) What is the role of communication in business organisation? What are the barriers & challenges of communication? Explain the best communication method for communication.

**Note: Any student found attempting answer sheet from any other person(s), using incriminating material or involved in any wrong activity reported by evaluator shall be treated under UMC provisions.**

**Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.**

**Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.**