ECO - 01

Bachelor's Degree Programme

(BDP)

ASSIGNMENT

2026-2027

Elective Course in Commerce

ECO-01: BUSINESS ORGANISATION

For July 2026 and January 2027 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- 2026-27

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 2026 and January 2027**). The validity is given below:

1. Those who are enrolled in **July 2026**, it is valid up to **June 2027**.

2. Those who are enrolled in **January 2027**, it is valid up to **December 2027**.

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 ORGANISATION**
ASSIGNMENT CODE	**:**	**ECO-01/TMA/2026-2027**
COVERAGE	**:**	**ALL BLOCKS**

Maximum Marks: 100

Attempt all the questions:

1. a) Define business and explain its nature, scope, objectives, and role in the economic development of a country. **(2+18)**

b) Explain the formation, characteristics, advantages, and limitations of partnership firms. How does partnership contribute to business growth?

2. a) Explain the various stages involved in business promotion. Discuss the role of promoters in establishing a new business enterprise. **(2+18)**

b) Discuss the various methods of raising finance for business enterprises. Explain the factors that influence the choice of financing methods.

3. a) Discuss the functions and significance of stock exchanges in the modern economy. How do stock exchanges facilitate capital formation? **(10+10)**

b) Discuss the various advertising media available to marketers. Evaluate their suitability for different types of products and markets.

4. **Distinguish between the following:** **(2+18)**

a) Business and Profession

b) Private Limited Company and Public Limited Company

c) Equity Shares and Preference Shares

d) Wholesaler and Retailer

5. **Write Short Notes on the following:** **(4×5)**

a) Cooperative societies as a form of business organisation

b) Importance and types of distribution channels

c) Export promotion measures for Indian businesses

d) Role of SEBI in regulating stock exchanges