**SAINTGITS COLLEGE OF APPLIED SCIENCES,**

**Second Internal Examination [November 2018]**

**B.Com first Semester (Computer Applications & Taxations)**

**ANSWER SCHEME OF DMBS**

1.Define Business

An organization or economic system where goods and services are exchanged for one another or for money.

2. What is LLP?

 Limited liability partnership (LLP) is a partnership in which some or all partners (depending on the jurisdiction) have limited liabilities.

3. What you mean by Globalization?

 Process of [interaction](https://en.wikipedia.org/wiki/Foreign_relations) and integration between people, companies, and governments [worldwide](https://en.wikipedia.org/wiki/World).

4. What is Disinvestment?

Disinvestment is the action of an organization or government selling or[liquidating](https://www.investopedia.com/terms/l/liquidation.asp) an asset or subsidiary.

5. What is E- Commerce?

The buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions.

6. What you mean E-cash

Digital cash (eCash) Digital cash is a system of purchasing cash credits in relatively small amounts, storing the credits in your computer, and then spending them when making electronic purchases over the Internet.

7. Define Business Ethics?

Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics, that examines ethical principles and moral or ethical problems that can arise in a business environment.  
8. Define CSR.

self-regulating business model that helps a company be socially accountable — to itself, its stakeholders, and the public.

9. What is deductive Reasoning?

The process of [reasoning](https://en.wikipedia.org/wiki/Reasoning) from one or more [statements](https://en.wikipedia.org/wiki/Argument_(logic))(premises) to reach a [logically](https://en.wikipedia.org/wiki/Logic) certain conclusion

10. Define Research.

Research is careful and organized study or gathering of information about a specific topic.

11.Explain the term sole proprietorship?

It simply refers to a person who owns the business and is personally responsible for its debts.

12. What do you mean by aids to trade?

Aids to trade are the services that make trade easy to carry out. Examples are Banking, insurance, Advertising, Warehousing, Transportation etc.

**Section B**

*Answer any 6 questions. Each question carries 5 marks.*

13. Differentiate between Macro and Micro Environment of a Business.

| **Basis for Comparison** | **Micro Environment** | **Macro Environment** |
| --- | --- | --- |
| Meaning | Micro environment is defined as the nearby environment, under which the firm operates. | Macro environment refers to the general environment, that can affect the working of all business enterprises. |
| Elements | COSMIC, i.e. Competitors, Organization itself, Suppliers, Market, Intermediaries and Customers. | PESTLE, i.e. Population & Demographic, Economic, Socio-Cultural, Technological, Legal & Political and Environmental. |
| Nature of elements | Specific | General |
| Are these factors controllable? | Yes | No |
| Influence | Directly and Regularly | Indirectly and Distantly |

14. What you mean by Stakeholder? Who all are they?

A stakeholder is a person or group who has an interest -- vested or otherwise -- in an enterprise and whose support is required in order for an [enterprise](https://searchwindowsserver.techtarget.com/definition/enterprise) to be successful.

Stakeholders can be internal or external to the business. Internal stakeholders are those within a company whose interest stems from direct employment, ownership or investment. Internal stakeholders include employees, managers, [board members](https://searchcio.techtarget.com/definition/corporate-executive-board), donors and investors. These entities are also referred to as primary stakeholders, because they have a direct stake in the company's success.

External stakeholders are those outside of a company who are indirectly affected by said company's decisions and outcomes. External stakeholders include customers, suppliers, government agencies, creditors, labor unions and community groups.

15. Briefly explain about ‘Make in India’ concept.

Prime Minister Narendra Modi launched the **Make in India** initiative on September 25, 2014, with the primary goal of making **India** a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country.

16. What are the different types of Research?

* Pure research – for knowledge expansion
* Applied research – finding solution for real life problems
* Exploratory research – to find the problem itslf
* Descriptive research- detailed description of something
* Empirical research- based on experiments
* Analytical research- detailed analysis of something

17. What do you mean by e-commerce? Explain the advantages of e-commerce

ecommerce- commercial transactions conducted electronically on the Internet.

Advantages;

1. BENEFIT TO BUSINESS;

* International reach
* Cost saving
* Customization
* Supply chain management
* Inventory control
* Expansion of business

1. BENEFIT TO CUSTOMERS;

* more choice
* quick delivery
* online reservations
* quick transfer of funds

18. Briefly explain the importance of business environment.

* Identification Of Strength
* Identification Of weakness
* Identification Of opportunities
* Identification Of threats
* Optimum use of resources
* Survival and growth
* Aids decision making

19. What are the major advantages and disadvantages of globalization?

Advantages of globalization

* Increase in trade
* More flexibility
* Employment opportunity
* Foreign capital and technology
* Price advantage

disadvantages of globalization

* Small firms affected
* Trade deficit
* Inequalities within countries
* Financial instability
* Impact on farmers

Greater inequality

20. Explain the Applications of M-Commerce **]**

**M-commerce** (**mobile commerce**) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone. Mcommerce application includes;

* Mobile ticketing
* Content purchase and delivery
* Location based services
* Online ticket booking etc

21. Differentiate between qualitative research and quantitative research

Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research.

Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables – and generalize results from a larger sample population

**Section C**

*Answer any 2questions. It carries 15marks.*

22.Explain the process of Business Research.

1. Selection of Research Problem.
2. Extensive Literature Survey.
3. Making Hypothesis.
4. Preparing the Research Design.
5. Sampling.
6. Data collection.
7. Data Analysis.
8. Hypothesis Testing.

23. Explain the role of Public and Private sector in the development of Business in Indian Economy.

**Public sector enterprises**

Role:

Generation of Employment and Income

Capital Formation

Infrastructure Development

Strong Industrial Base

Export Promotion and Import Substitution

Balanced Regional Development

Contribution to Public Exchequer

Promotion of Research and Development

**Private sector enterprises**

Role:

Employment generation

Agriculture

Trading

Infrastructure

Service Sector

Small Scale and Cottage Industry

Helpful for Economic Development

24. Explain the different models of E-commerce.

* Business-to-Business (B2B)
* Business-to-Consumer (B2C)
* Consumer-to-Consumer (C2C)
* Consumer-to-Business (C2B)
* Business to Governement( B2G)
* Business to Employee ( B2E)
* Peer to Peer (P2P)

25. What do you mean by social responsibility of business. Explain the responsibilities of business towards various interest groups.

Social responsibility in business or corporate social responsibility (CSR) pertains to people and organizations behaving and conducting business ethically and with sensitivity towards social, cultural, economic, and environmental issues

**Responsibility towards Different Interest Groups**

The business generally interacts with owners, investors, employees, suppliers’ customers, competitors, government and society. They are called as interest groups because by each, and Livery activity of business, the interest of these groups is affected directly or indirectly. Responsibility of Business towards Different Interest Groups

**Responsibility towards owners**

1. Run the business efficiently.
2. Proper utilization of capital and other resources.
3. Growth and appreciation of capital.
4. Regular and fair return on capital invested.

**Responsibility towards investors**

1. Ensuring safety of their investment,
2. Regular payment of interest,
3. Timely repayment of principal amount.

**Responsibility towards employees**

1. Timely and regular payment of wages and salaries.
2. Proper working conditions and welfare amenities.
3. Opportunity for better career prospects.
4. Job security as well as social security like facilities of provident fund group insurance, pension, retirement benefits, etc.
5. Better living conditions like housing, transport, canteen, cr6ches, etc.
6. Timely training and development.

**Responsibility towards suppliers**

1. Giving regular orders for purchase of goods.
2. Dealing on fair terms and conditions.
3. Availing reasonable credit period.
4. Timely payment of dues.

**Responsibility towards customers**

1. Products and services must be able to take care of the needs of the customers.
2. Product and services are must be qualitative
3. There must be regularity in supply of goods and services.
4. Price of the goods and services should be reasonable and affordable.
5. All the advantages and disadvantages of products as well as procedure to use the products must be informed do the customers,
6. There must be proper after-sales service.
7. Grievances of the consumers, if any, must be settled quickly.
8. Unfair means like under weighing the product, adulteration, etc. must be avoided.

**Responsibility towards competitors**

1. Not to offer to customers heavy discounts and, /or free products in every sale.
2. Not to defame competitors through false or ambiguous advertisements.

**Responsibility towards government**

1. Setting up units as per guidelines of government
2. Payment of fees, duties and taxes regularly as well as honestly.
3. Not to indulge in monopolistic and restrictive trade practices.
4. Conforming to pollution control norms set up by government.
5. Not to indulge in corruption through bribing and other unlawful activities.

**Responsibility towards society**

1. to help the weaker and backward sections of the society
2. to preserve and promote social and cultural values
3. to generate employment
4. to protect the environment
5. to conserve natural resources and wildlife
6. to promote sports and culture
7. To provide assistance in the field of developmental research on education, medical science, technology, etc.