



## **BUSINESS STUDIES**

### **BOOKS - VK GLOBAL PUBLICATION BUSINESS STUDIES (HINGLISH)**

#### **EMERGING MODES OF BUSINESS**

##### **Case Problem**

1. Home Foods Pvt. Ltd. deals in grocery items of daily domestic usage. Its business is spread throughout Delhi. The company's 20 stores are providing their services to the residents of Delhi. All the business activities of this company are done through internet. Its main activities are obtaining information management, product development orders of goods, making payments, receiving payment, inventory reduced costs of business transactions. The customer also can shop sitting at home or office. They can access the internet to buy goods and services. The use of

internet has considerably reduced dependance on paper work for the company.

(a) Which system of business is being followed by Home Foods Pvt. Ltd.?

(b) State any three benefits of the system of business identified in (a) by quoting the lines from the above para.



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2. Unique enterprise is dealing in auto spare parts. With the expansion in business the enterprise found that the decisions are delayed and level of coordination is coming down. The CEO of the company called for a meeting of all the managers. Ayush, a newly appointed manager suggested that company should have its own internet so that all the employees can interact and pass important information to each other through internet. Even short meeting of different departments can be conducted through Video conferencing to take fast action. The CEO linked the idea and installed an internet connection for connecting all the employees on line.

Which type of e-commerce is suggested by Mr Ayush? Explain.



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3. Mr. Mohan wants to buy a new sofa set for his house, but he did not have enough space to keep it. He planned to sell the old sofa through OLX, so that he could get some surplus money and space for new sofa set. He got a very good response and out of many buyers, he chose the buyer who gave him the best price.

Identify and explain the type of e-commerce referred to in the above case.



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4. Geeta Publishing Pvt. Ltd. Publishing books, is a very old company. All its business activities are conducted in a traditional manner. Recently, Mr. Sudheer Gupta was appointed as the Chief Executive Officer (CEO) of the company. He watched all the activities of the company from proximity. He noticed that the company was doing several activities which could be got done from outside at a less cost and in a much better way. He held a meeting of all the managers of the company and it was unanimously

decided that the company would focus its attention only on the Core Specialisation Areas and for the remaining activities the services of the specialised companies from outside will be hired. This decision was implemented with immediate effect.

(a) Which two concepts did Mr. Sudheer Gupta give effect to?

(b) Give two examples each of the concepts identified in (a).



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5. Vishal Khanna Jewellers does retail business of jewellery at a very large scale. The firm has to pay a lot of attention to advertisement. The owners of the firm are aware that if they spend more time on advertisement, some other important activities are left pending. One of the partners of the firm suggested that if the job of advertisement is handed over to some Advertising Company, they might be relieved of that important activity. By doing so, they will get benefit of specialisation and their expenditure on this activity will be less also. The firm implemented this, which gave favourable results.

(a) Identify the emerging mode of business discussed in the above para.

(b) Also explain any three other non-core business activities which can be done from outside organisations.

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6. A Ltd. Outsources services instead of doing them itself. Among these services are included advertising service, courier service, etc. Similarly, B Ltd. is getting some services done by other firms such as research and development, business and technical analysis, etc.

State, giving reasons, whether the services being outsourced by both these companies are the same.

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7. Why are e-business and outsourcing referred to as the emerging modes of business? Discuss the factors responsible for the growing importance of these trends.

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## Objective Type Questions Multiple Choice Questions Mcq

1. e-commerce does not include

- A. A business's interactions with its suppliers
- B. A business's interactions with its customers.
- C. Interactions among the various departments within the business
- D. Interactions among the geographically dispersed units of the business

**Answer: C**



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2. A Call Centre handles

- A. Only in-bound voice based business

- B. Only out-bound voice based business
- C. Both voice based and non-voice based business
- D. Both customer facing and back-end business

**Answer: C**



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**3. It is not an application of e-commerce**

- A. Online bidding
- B. Online procurement
- C. Online trading
- D. Contract R & D

**Answer: D**



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4. Use of ATM to withdraw money is an example of

- A. B2B commerce
- B. B2C commerce
- C. C2C commerce
- D. C2B commerce

**Answer: B**



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5. Formation of consumers' forum and pressure groups (e.g, Yahoo group) is an example of

- A. B2B commerce
- B. B2C commerce
- C. C2C commerce
- D. C2B commerce



**Answer: C**



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**6. This is not a benefit of e-Business**

- A. Convenience
- B. Low personal touch
- C. Global reach
- D. Customer satisfaction

**Answer: B**



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**7. Match the columns:**

- |       |   |     |
|-------|---|-----|
| (i)   | Withdrawal of money from ATM.                             | (a) |
| (ii)  | Employees send their daily report through e-mail          | (b) |
| (iii) | Sale of used books through eBay.com                       | (c) |
| (iv)  | Purchase of security lock system by Hyundai from Autocops | (d) |



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8. e-Business only includes buying and selling products and services over the internet. True/False? Give reason.



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9. Intra-B commerce involves a firm's interactions with its employees. True/False? Give reason.



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10. C2C commerce is best suited for dealing in goods for which there is no established market. True/False? Give reason.



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11. e-Business provides customer's wider choice. True/False? Give reason.



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12. By what name digitisation of business is known?



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13. What is the relationship between e-business and e-commerce?



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14. Outsourcing:

A. Restricts only to the contracting out of information Technology

Enabled Services (ITES)

B. Restricts only to the contracting cut of non-core business processes

C. Includes contracting out of manufacturing and R&D as well as service process-both core and non core-but restricts only to domestic territory

D. Includes off-shoring

**Answer: B.**

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**15.** A captive BPO unit provides services to a wide base of clients, cutting across industries. True/False? Give reason.

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**16.** Verticals are the firms which provide their services to a wide base of clients, cutting across industries.

True/False? Give reason.

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17. Outsourcing comprises four segments. True/False? Give reason.

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18. Outsourcing means-'do it all by yoursel'. True/False?Give reason.

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19. Why do firms choose to outsourcing?

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20. Name the service in which a firm gets its task done by another firm.

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21. What are captive BPO units?



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22. What are 'Horizontal' in outsourcing terminology?



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23. What are 'Verticals' in outsourcing terminology?



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24. Mention any two strongest trends that are shaping the business.



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25. XYZ Ltd. is specialised in consultancy service. The company makes software for a reputed bank of USA. It is engineers, CAs, etc., who are very competent in providing such services.

Identify the type of business services provided by XYZ Ltd.



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26. Explain briefly the two trends that are shaping business today.



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27. Distinguish between e-commerce and e-business.



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28. Distinguish between e-business and traditional business on the basis of:

- (i) Physical presence
- (iii) Nature of contract
- (v) Response time

- (ii) cost of setting up and operation
- (iv) Nature of internal communication
- (vi) Ease of going global

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**29.** What do you mean by:

- (a) B2B commerce?
- (b) B2C commerce?
- (c) Intra-B commerce?
- (d) C2C commerce?

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**30.** What do you understand by e-Business ? Explain briefly any four benefits of e-Business.

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**31.** Write a short note on Knowledge Process Outsourcing (KPO).

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**32.** "Business process outsourcing is an another trend is radically reshaping business world in India." In the light of above statement, explain and five benefits of Business Process Outsourcing.

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**33.** Compare and contrast the products and their prices available on the internet and in retail shops. Is the quality, customer satisfaction and other factors the same?

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**34.** Study any business unit/company which is using e-commerce, e-business as a way of doing business.

Interview some people working there and find out the advantages in practical business in terms of its costs also.

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