



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF LAW

Max Marks: 100

Max Time: 180 Mins.

Weightage: 40 %

Set A

COMPREHENSIVE EXAMINATION

I Semester 2016-2017

Course: **BCL A 101:Business Organization**

16th January 2017

Instructions:

- i. Read the instructions and questions carefully
- ii. Answer all the questions.
- iii. Write neatly.
- iv. Ensure that the answers are properly numbered according to the questions.

Part A

Answer the following questions

(10Q x 2 marks = 20 Marks)

1. Which sector does telecommunication business fall?
2. If land, labor and capital are the three wheels of a cart, what is the fourth one?
3. Name two manufacturing sector businesses in India.
4. List any two purposes of commerce.
5. Name the new chairman of Tata Sons.
6. What is planning?
7. State two system goals of the business
8. What is decision making?
9. Which is the sector that contributes highest to the GDP of India?
10. What is decentralization?

Part B

Answer the following questions

(8Qx5 Marks = 40 Marks)

1. Discuss various functions involved in organizing?
2. Distinguish between Government Company and Public Company.
3. Distinguish between Cooperative Society and Partnership.
4. Explain the process of management planning?
5. Distinguish Between manufacturing and commerce.
6. Illustrate the characteristics of Limited Liability Partnership.
7. What is capital market?
8. What is financial market?

Part C

Answer the following questions

(2Qx20Marks = 40 Marks)

(10 Marks)

1. What are industry and commerce? Critically examine the classification of business activities as industry and commerce. Examine the distinguishing features of them.

2. Read the following and answer the questions below:

American entrepreneur James McCann had a fairly unremarkable career as a bartender and then as a social worker. It's fair to say that this CV doesn't point to what he did next – shake up the whole retail model and become an early online pioneer.

McCann opened his first floristry outlet, called Flora Plenty, in 1976. But it wasn't until he purchased the 1-800-FLOWERS mnemonic telephone number in 1986 and, in a radical move for the time, changed the name of the business to match, that his business really took off.

According to his autobiography, McCann decided he would build a nationwide flower delivery service “listening to the radio as he was shaving.”

He was the first retailers in the world to have an online presence after striking a deal with CompuServe and AOL in 1992. Many of the moves made by McCann in the early 1990s are now standard for retail businesses across the world. Many new operations consider having their name interwoven into their telephone number, while increasing numbers of firms are realizing that a website is an essential part of selling.

- a. Imagine that the same business idea was originated in India at that time and they wanted to set up the business in India. Identify the most suitable business organization for this business. Explain the reasons why each of the following business organizations available in India is suitable or not suitable for this business.
- i. Sole Proprietorship
 - ii. One Person Company
 - iii. Joint Hindu Family Firm
 - iv. Partnership firm
 - v. Joint Stock Company
 - vi. Cooperative society
 - vii. Limited Liability Partnership



**PRESIDENCY UNIVERSITY, BENGALURU
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Max Marks: 80

Max Time: 2 Hours

Weightage: 20 %

Set A

MID TERM EXAMINATION

I Semester 2016-2017

Course: **BCL A 101:Business Organization**

25th October 2016

Instructions:

- i. Read the instructions and questions carefully
- ii. Answer all the questions.
- iii. Write neatly.
- iv. Ensure that the answers are properly numbered according to the questions.

Part A

Answer the following:

(10 Q x 2 marks = 20 Marks)

1. What is capital?
2. In which sector does mining of minerals fall?
3. Name a predictable and controllable risk.
4. What are factors of production?
5. Name two public sector banks in India
6. Name two service sector businesses in India.
7. List two strengths of Indian economy
8. What are the hindrances commerce helps in removing? List any two.
9. State at least two features of liberalization.
10. Name two private sector banks in India

Part B

Answer the following questions.

(6 Q x 5 Marks = 30 Marks)

1. What are consumer services? How technology is changing the nature of services?
2. What are business functions?
3. Give two examples for tertiary sector business. Explain why they are classified in this sector.
4. Distinguish between public and private sector business
5. What are the key features of 'Make in India'?
6. Distinguish between partnership and a company

Part C

Answer the following questions. Number the answers properly

(2 Q x 15 Marks = 30 Marks)

1. Critically examine the following.

a. The characteristics and objectives of business.

(10 Marks)

b. Explain why business activities need to be promoted?

(5 Marks)

2. Read the following passage and answer the questions those follow:

Mellowcabs manufactures and operates three-wheeled, electric mini-cabs to provide low cost, eco-friendly and convenient taxi and transport services in built-up cities. A mobile app connects the commuters and cabs and payment can be made by cash or card via the app. The passenger section of the cab can be replaced with a cargo section.

Unlike meter cabs and large, privately owned cars, the solution is less expensive, aims to be more convenient and avoids mass pollution. Using shells made from recycled PET, the cars use regenerative braking which recovers and converts kinetic energy into electricity. An additional facet includes a flexible solar panel in the roof which can generate up to 35% of the cab's power. Mellowcabs has also developed an on-demand App which includes features such as allowing gender-specific requests for women to request female drivers.

Increases in the urban transport systems in large developing cities are a must due to rising urban populations. This is coupled with problems in mobility: congestion with private cars and the fragility of public transport. In addition, transportation produces approximately 23% of global CO₂ emissions from fuel combustion, although 80% of all urban vehicle trips are shorter than 4 km. This is inefficient fuel-burning and the reason why the developer has developed an electric micro vehicle. The mellowcab is designed to bridge the gap between public transport and private car use by providing efficient urban transport. A single Mellowcab could save 12 kg of CO₂ emissions per day, or 4.3 tons an year.

All the Mellowcabs are locally produced and the developer aims to create sustainable job opportunities in manufacturing as well as drivers and technicians. 500 vehicles operating in Bangalore will generate a minimum of 1100 jobs. The developer seeks your advice to create a suitable business organization.

Mellowcabs technical specifications:

Model version	Mellowcabs L1
Battery Lithium	Ion 200Ah
Motor	48 V / 5kW
Vehicle dimensions	3100 mm x 1200 mm x 1800 mm
Frame chassis	Aluminum
Transmission mode	16:1 reduction gear
Shell material	Fiber glass composite
Wheelbase	2800 mm
Rear axle span	990 mm
Maximum load capacity	415 kg
Maximum forward speed	65 km/h
Maximum backward speed	with reverse gear, max backward speed 15 km/h

a) What is the suitable business organization for this venture? Explain the reasons.

(10 Marks)

b) Explain how and from what sources the developer can raise sufficient capital for the business. (5 Marks)