



Business studies
Chapter 5
Emerging modes of business

Q. No.	Question	Mark
I	MCQ [4x1=4]	
1.	E- business includes (a) e commerce (b) production (c) product development (d) All of the above	1
2.	B2B commerce means (a) firm’s interaction with other business (b) firm’s interaction with its customers (c) Firm’s internal processes (d) None of the above	1
3.	Outsourcing (a) restricts only to the contracting out of IT enabled services (b) restricts only to the non-core business processes (c) includes both core and non core processes (d) Includes only core activities	1
4.	A call centre handles (a) only in bound voice based processes (b) only outbound voice processes (c) both voice and non voice based business (d) both customer facing and back end business	
II	Fill in the blanks [4x1=4]	
1.	_____cannot be delivered through internet (car/CD)	1
2.	Under outsourcing of services, services become available _____ (within the organization/ outside the organization)	1
3.	The quality of services under outsourcing is _____(good/bad)	1
4.	Under outsourcing , the services are _____(costly/cheap)	1
II	State True or False [4x1=4]	

1.	The delivery of some goods can be taken on the internet.	1
2.	B2C commerce is the interaction between the business and the people inside it.	1
3.	The world wide reach is the limitation of e business.	1
4.	Opportunity for interpersonal touch is more in e business	1
IV	Short/Long answer Questions [4x1=4]	
1.	<p>'Marvel' Ltd. is well known sports company in India. The company has decided to open 10 sports complexes across the country. The company plans to outsource its non core activities like security services, canteen, payroll, HR, accounting and customer care relations.</p> <p>In the context of the above case:</p> <p>(a) Explain three benefits of outsourcing to the company.</p>	3
2.	<p>Fahad runs an online store dealing in all kinds of household items which he procures from different dealers. His friend Achu runs an online store which sells all kinds of organic products like spices, pickles, jams etc. These products are produced in his automated manufacturing unit in Kerala.</p> <p>In the context of the above case:</p> <p>(a) Identify 2 concepts which define the scope of business activities undertaken by Fahad and Achu</p> <p>(b) Differentiate between the two concepts as identified in part (a) of the question.</p>	6
3.	<p>Agile Ltd is a well known automobile company in India. The process of manufacturing of an automobile require assembly of different kinds of components which in turn are being manufactured either within the vicinity of the automobile factory or have to be procured from a foreign country. Instead of depending on only one supplier , the factory works in coordination with multiple vendors for each of the components. The company is able to operate efficiently through a network of computers which facilitates the process of placing orders, monitoring delivery of components, and making payments.</p> <p>In the context of the above case:</p> <p>Identify and explain the component of e-business being discussed in the case</p>	3
4.	<p>Raheef is running a health and weight management centre in Varanasi. He keeps in regular touch with her clients through an online portal. Moreover he often conducts online surveys to ascertain the level of customer satisfaction.</p> <p>In the context of the above case:</p> <p>(a) Identify and explain the component of e-business being discussed in the case.</p>	4

5.	<p>Dhoni has joined a popular insurance company in Jharkhand as a Business Develop Manager. The entire process of his recruitment, selection and orientation training was conducted online. Even after joining he has been given an option to work from wherever he is, and at his own speed and time convenience twice a week. He participates in the monthly meetings which is held online via tele/video conferencing.</p> <p>In the context of the above case:</p> <p>(a) Identify and explain the component of e-business being discussed in the case.</p>	4
6.	<p>OLX, founded in 2006, is an Argentinian global online marketplace operating in 45 countries. OLX became popular in India with the slogan “Bech De” & “Kar Do”. Used items such as mobile phones, electronic items, cars, bikes etc are traded in OLX.</p> <p>In the context of the above case:</p> <p>(a) Identify and explain the component of e-business being discussed in the above case.</p>	4
7.	<p>Splender Ltd is a popular music company. The company uses e-business activities to operate successfully. The company interacts through a network of computers with suppliers and salespersons. The company has set up call centres for customers to make toll free calls and complaints The company makes use of intranet for interactions among various departments and the meetings can be held online via video conferencing. The company uses the financial intermediaries like paypal and Paytm in order to facilitate payments online.</p> <p>In the context of the above case:</p> <p>(a) Keeping in mind the scope of e-business identify and explain the various types of e-business activities adopted by ‘ Splender’ by quoting lines from the paragraph.</p>	5
8.	<p>Mr Rizwan was running a home-furnishing business through his physical store at Panipat. He was observing that the sales were declining over the past two years. His friend Akhil suggested that he should tie up with online market places. On his advice, he contracted Flipkart, which provided him training and convinced that he could do his business in his shop and godown. The online partner provided all sorts of services round the clock at a click of the mouse. He received the orders from far and wide and saw that his sales multiplied manifolds. He felt he could see slow sale for some products that require face-to-face communication.</p> <p>In the context of the above case:</p> <p>(a) Identify the modes of business before and after associating with Flipkart. (b) Identify the merits and limitations of online business by quoting the lines from the paragraph.</p>	5

9.	<p>Use of internet reduced the use of paper. Many companies use Internet to communicate, sourcing of supplies and components in a paperless fashion, and the government sector is also moving in this direction by allowing electronic filing of returns and reports.</p> <p>In the context of the above case:</p> <p>(a) Identify the modes of business that help the society to become paperless.</p>	1
10.	<p>ABC Pvt. Ltd outsource several services concerning its business and gets them done by outside firms instead of doing them itself. These services include Advertising service, Courier service and Customer care service . Similarly XYZ Pvt. Ltd. is getting some services done by other firms. These services include Research & development, Business & technical analysis and Intellectual property research.</p> <p>In the context of the above case:</p> <p>(a) Sate whether the services being outsourced by both the companies are of the same type. If not clarify the difference between them.</p>	5
11.	<p>OPS Jewellery Store does retail business of jewellery at a large scale. They have to pay a lot of attention to advertisement. They realised that if they spend more money and time on advertisement, some other important activities are left weak. One of the owners suggested to hand over advertisement activities to some outside Advertising Agencies.</p> <p>The firm implemented this decision.</p> <p>In the context of the above case:</p> <p>(a) Identify the modes of business described in the above case. (b) Explain the merits of the decision implemented by the firm.</p>	5