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**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2022**  
**SEMESTER - I**

**Sub.: Introduction to Business (BBA15-113)**

**Date : 21/12/2022**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. .... industries are concerned mainly with breeding plants, or animals for their use in reproduction.
 

|               |                  |
|---------------|------------------|
| a) Extractive | b) Manufacturing |
| c) Genetic    | d) Construction  |
  
2. In which organization two or more persons who are competent agree to carry on lawful business and share the profits, time on agreed basis? The business may be carried on by all of them or any of them acting for all.
 

|                        |                 |
|------------------------|-----------------|
| a) Sole proprietorship | b) Partnership  |
| c) Agency              | d) Organization |
  
3. Sector which confined to railways ports, communications, broadcasting & power & a few departmental industrial undertaking such as the ordnance factories, railway workshops & post & telegraph are known as .....
 

|                       |                        |
|-----------------------|------------------------|
| a) Private Enterprise | b) Sole Proprietorship |
| c) Public Enterprises | d) Agency              |
  
4. Person cannot be appointed director of more than ..... Public companies, limited by shares
 

|       |       |
|-------|-------|
| a) 20 | b) 30 |
| d) 10 | d) 5  |
  
5. In ..... type of combination, the business units combine in the same plane, or in other words, they carry on the same trade or are engaged in the same productive activity.
 

|               |             |
|---------------|-------------|
| a) Horizontal | b) Vertical |
| c) Lateral    | d) Diagonal |

**Q. 2. State True / False (05)**

1. The various social objectives of business are: (i) To earn fair profits (ii) To create customers and (iii) To undertake innovation.
 

|         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|
  
2. "Partners in Profit only" are the persons who simply lend their names to the firms are known as nominal partners.
 

|         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|
  
3. Divergent lateral integration is just the opposite of convergent lateral integration and this involves combination of different units which draw their raw materials from open undertaking alone.
 

|         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|
  
4. Globalisation also refers to spread of business activities in different markets world over and it also implies interdependence of world markets.
 

|         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|
  
5. WTO is headed by a Ministerial Conference, which meets once in every two years.
 

|         |          |
|---------|----------|
| a) True | b) False |
|---------|----------|

**Q. 3. Write Short notes on (Any Three) (15)**

1. Economic Objectives of Business
2. Objective of Public Enterprises
3. Factors Affecting Plant Layout
4. Rights of Shareholders
5. Key features of WTO

**Q. 4. Answer in detail (Any Two) (20)**

1. Define business and explain its' various types in detail.
2. Explain the merits and limitations of the sole Proprietorship type of business.
3. What are the benefits & weaknesses of effective plant layout?

**Q. 5. Case study (Any One) (15)**

. **Case 1:**

**Brand Partnership Fails:**

**Company Example 1 - Forever 21 and Atkins**

Last year, Forever 21 decided to partner with Atkins by sending out Atkins snack bars to customers who had ordered online.

However, Forever 21's target market didn't appreciate the brand sending them weight loss bars. In fact, customers complained that the brand was body-shaming them.

Additionally, since the partnership wasn't explained to customers, some people assumed the bars were being sent to plus-size customers who ordered online.

This partnership failed because it didn't make sense for the audiences and the brands' missions didn't align.

**Company Example 2 - Shell and LEGO**

Another example of brands that had worked together for years (about 50 years to be exact), Shell and LEGO had a falling out.

At first, it made sense that LEGO would partner with an oil company because they could use the credibility of Shell with their race cars and gas station sets.

However, LEGO eventually became a global children's entertainment brand, and the partnership didn't make sense anymore because of the oil company's reputation of poor environmental practices and oil drilling.

Eventually, this partnership failed because of the public outcry from LEGO's audience and the impact on the brand's reputation.

Now that we've reviewed some brand partnerships that have failed, let's discuss why they didn't do well and look at some common co-marketing mistakes to avoid.

**Q 1.** What are the reasons of failure of partnerships of above two companies?

**Q 2.** In general, what are the factors responsible for the failure of partnership firms?

**Q 3.** What are the basic features of partnership firm?

## Case 2:

### Public Sector Undertakings in India:

Public Sector Undertakings (PSUs) are government owned establishments, which are established and owned by the Government of India or State governments of India. The public sector undertakings are established either by nationalisation or an executive order in case of union government and state government or act of parliament in case of union government and act of state legislature in case of state government with the purpose to earn profit for the government, control monopoly of the private sector entities, offer products and services at an affordable price to the citizens and for the achievement of overall financial goals & developmental objectives in the country.

PSUs are also called government-owned enterprises or government-owned corporations or statutory corporations or nationalised corporations. These organisations are wholly or partly owned by the Government of India and/or one of the many Central Public Sector Undertakings (CPSUs) are wholly or partly owned by the Government of India, while State Public Sector Undertakings (SPSUs) are wholly or partly owned by state or territorial governments.

In 1951, there were five PSUs under the ownership of government sector in India. By March 2021, the number of such government entities had increased to 365. These government entities represented a total investment of about ₹16.41 lakh crore as of 31 March 2019. Their total paid-up capital as of 31 March 2019 stood at about ₹12.76 lakh crore. CPSEs have earned a revenue of about ₹24.43 lakh crore + 1 lakh crore during the financial year 2018–19.

**Q 1.** What do you mean by PSUs? Explain the objectives of the PSUs.

**Q 2.** Name any two Central Public Sector Undertakings (CPSUs) and any two State Public Sector Undertakings (SPSUs).

**Q.3.** “PSUs in India has played a vital role in development of Indian economy.” Give your expert comments.

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