

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: MAY- 2024**  
**SEMESTER - I**

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

**Date : 28/05/2024**

**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. What are the types of Businesses -----
 

a) Sole Proprietorship	b) Partnership
c) Corporation	d) All of the above
2. An individual or sole proprietorship is a type of business entity that is owned and run by-----
 

a) one person	b) Two persons
c) Group of 10 person	d) Group of 20 person
3. Market Share Expansion : -----
 

a) To increase the company's share in the market	b) To decrease the company's share in the market
c) To neglect it	d) To not do anything
4. Globalization is -----
 

a) Increases economic opportunity through international trade.	b) Promotes cultural exchange and understanding.
c) Facilitates the spread of knowledge and technology across borders.	d) All of the above
5. What best describes a functional layout in a manufacturing setting?
 

a) A layout where resources are grouped based on their functions, allowing the management of a variety of products in the same facility.	b) A layout where resources are distributed across various geographic locations to minimize transportation costs and maximize market coverage.
c) A layout that arranges resources around a single product or a small group of similar products to enhance efficiency.	d) A layout where machinery and equipment are arranged in one straight line according to the order of production.

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

1. Business refers to the organized effort of individuals to produce and sell goods and services for profit.
 

a) True	b) False
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2. Strategic Planning is Developing plans and strategies to achieve business goals.
 

a) True	b) False
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3. Employee Welfare is not Ensuring the well-being and development of employees.
 

a) True	b) False
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4. Corporate Social Responsibility (CSR) is To contribute negatively to society by engaging in activities that benefit the community and environment.
 

a) True	b) False
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5. (WTO) stands for World Time organization
 

a) True	b) False
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**Q. 3. Write Short notes on (Any Three) (15)**

1. Globalization
2. Advantages of Combination
3. Company Management in India
4. Factors affecting plant layout
5. Social Responsibilities of business

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

1. Explain in detail Types of Business
2. Describe the merits and limitations of Individual or sole proprietorship
3. What do you mean by public utilities? Explain the Characteristics of public utilities
4. Explain the following :
  - Board of Directors
  - Chief Executive
  - Managing Director
  - Manager
  - (GATT)

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

Duraflex Footwear, a mid-sized European shoe manufacturer, recently decided to expand its production by incorporating global sourcing into its supply chain. The decision came as part of an initiative to reduce costs and improve product variety without compromising on quality. Duraflex's management identified Vietnam and India as potential sourcing destinations due to their lower labor costs and established presence in leather craftsmanship.

The transition was not without challenges. Initially, Duraflex faced quality control issues. The first batch of shoes from a new supplier in Vietnam had inconsistent leather textures, which did not meet Duraflex's high standards. To address these issues, Duraflex set up a local office in Vietnam to oversee production and ensure compliance with its quality standards. They also provided training for local suppliers on Duraflex's expectations and quality control processes.

Despite early setbacks, the global sourcing strategy eventually led to significant cost savings and a broader product line. Duraflex was able to offer its customers high-quality footwear at competitive prices, gaining an edge in the highly competitive European market. The experience underscored the importance of robust supplier relationships and the need for an effective on-ground presence to mitigate the risks associated with global sourcing.

#### **Question**

- 1) What were the primary reasons behind Duraflex Footwear's decision to engage in global sourcing?
- 2) Enlist and explain the challenges faced by Duraflex
- 3) What crucial steps did Duraflex take to overcome the challenges encountered in its global sourcing initiative?