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| **SESSION** |  **FEB 2024** |
| **PROGRAM** | **BACHELOR OF COMMERCE(B.COM)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DCM1104 –BUSINESS ORGANISATION** |
| **CREDITS** | **4** |

**Assignment Set – 1**

**Questions**

**1. “The business environment influences the strategic decisions and operations of businesses.” Discuss the business and environment interface in the context of the assertion.**

**Ans:**The relationship between the business environment and the strategic decisions and operations of businesses is profound and multifaceted. The business environment encompasses all external factors that affect a company's ability to achieve its objectives. These factors can be broadly categorized into political, economic, social, technological, environmental, and legal (PESTEL) influences. Understanding this interface is crucial for

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**2. Discuss the key features of a company form of business organisation.**

**Ans:**

A company form of business organization, often referred to as a corporation, is a legal entity that is separate and distinct from its owners. This separation provides several advantages and characteristics that define the corporate structure.

**Here are the key features of a company form of business organization:**

**1. Separate Legal Entity**

A company is recognized as a separate legal entity from its shareholders. This means it can

**3. Explain the Entrepreneurship decision process.**

**Ans:**An entrepreneur is one who is operating the business owned by him/her. So in the routine business operations he/she has to take a number of decisions for running the business.

**The essential steps involved in the process are as follows:**

**1. Identification of business opportunity:**

Before establishing an enterprise, an entrepreneur has to study all the possible factors which

**Assignment Set – 2**

**Questions**

**4. Elaborate the significance of the Memorandum of Association of a company stating its purpose and content.**

**Ans:**The Memorandum of Association (MoA) is a fundamental document required for the incorporation of a company. It serves as the company's charter, outlining its scope of operations and its relationship with the external world. The MoA is crucial for both legal and operational purposes. Here is a detailed explanation of its significance, purpose, and content:

**Significance of the Memorandum of Association**

**1. Legal Foundation:** The MoA establishes the legal identity of the company, marking its

**5. Appraise the objectives of marketing management in business.**

**Ans:**Marketing management in business encompasses a wide range of objectives aimed at ensuring the successful promotion and sale of products or services.

**The primary objectives of marketing management can be categorized as follows:**

**1. Customer Satisfaction Objective:** To identify and meet the needs and wants of customers more effectively than competitors.

**Explanation:** Understanding customer preferences and delivering products or services that

**6. Write short notes on the following:**

**a. Competition Act, 2002**

**Ans:**The Competition Act, 2002 extends to the whole of India except the state of Jammu and Kashmir. It shall come into force on such date as the Central Government may, by notification in the official gazette, appoint. It received the assent of the President of India on 13 January, 2003. The Preamble to the Act reads that it is an Act to provide, keeping in view of the economic development of the country,

(i) For the establishment of a Commission to prevent practices having adverse effect on