



[Frequently Asked Questions]

Introduction to Business

Subject:	Business Economics
Course:	B. A. (Hons.), 1st Semester, Undergraduate
Paper No. & Title:	Paper – 103 Fundamentals of Business and Accounting
Unit No. & Title:	Unit – 1 Introduction to Business
Lecture No. & Title:	Lecture – 1 Introduction to Business

Frequently Asked Questions

Q1. What is Business?

A1. Business is an economic activity started with the objective of making money , related with the continuous production and distribution of goods and services for satisfying the wants of human being in return of money .

Q2. What is the meaning of maximum utilization of resources?

A2. The maximum utilization of resources means the 100% utilization of available resources or the factor of production without any wastage.

Q3. Why business requires continuous innovation?

A3. Business is highly dynamic and an enterprise can continue to be successful only by adopting itself to change in its environment.

Q4. How business contribute in the development of a country?

A4. The business owners should pay their taxes and dues honestly and regularly. This will increase the revenue of the government.

Q5. Is Information Technology has brought a revolutionary change in the word of business environment?

A5. Yes, with the development of information technology the world become small and now business can be conducted with the whole world by sitting in any corner of the world.

Q6. What is the impact of new economic policy in India?

A6. Liberalization, globalization and privatization has given a new pathways in the development of business in India.

Q7. Why Network marketing is called multi level marketing?

A7. It is called multilevel because a contractor can also invite others to work and earn money on their performance.

Q8. What are the benefits of franchisor in franchising?

A8. The Franchisor gets and initial fee and the royalty based on revenue of the firm in future.

Q9. Are most of the KPO services related with research?

A9. Yes KPO has relation with knowledge-related & information related work, therefore they are related with research.

Q10. How E-commerce services shorten the product distribution chain?

A10. By allowing direct interaction with the final consumer, e-commerce shortens the product distribution chain.

Q11. Give one advantage of M-Commerce over E-Commerce?

A11. The use of wireless device enables the user to receive information and conduct transactions anywhere, at any time.

