

**BUSINESS STUDIES(215)**  
**TUTOR MARKED ASSIGNMENT**

1. Answer any one of the following questions in about 40-60 words.:

(A) 'Transport help in raising standard of living of the people' If agreed, explain how and what are the benefits facilitated by transport.

**Answer:-**

Transport help in raising standard of living because it helps in delivering a wide variety of goods to people It also provide employment opportunities to people.

Without transport, we as well as business units cannot move a single step.

Followings are the points of importance of transport.

- i. Transport makes it possible to carry raw materials from places where they are available to places where they are to be processed.
- ii. Transport makes movement of finished goods possible from one place to another. Thus, consumers spread in different locations of the country have the advantage of consuming goods produced at distant places.
- iii. Transport gives consumers the choice to make use of different qualities of goods of different prices. So it raises the standard of living of the people.

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## SOLVED TUTOR MARKED ASSIGNMENT

### (OCTOBER 2024)

2. Answer any one of the following questions in about 40-60 words.

B) State the comparative analysis about how a store differs from a warehouse with suitable example.

Answer:-

STORE	WARE HOUSE
A store caters to consumers shopping needs	Warehouse focus on storage and logistics ,
This plays essential role in the commerce ecosystem	This plays essential role in the commerce ecosystem
A store is a retailing environment where goods are displayed.	Warehouse is a large space primarily used for storing goods
Goods are to be sold directly to customers. Example:- department store, speciality store, drugs store etc.	It serve as a storage hub. Example:- retail stores, distribution centres, manufacturing plants etc.

3 Answer any one of the following questions in about 40-60 words.

(A) State various services provided by post offices and private courier services providers and among them which you find the best for services and why?

Answer:-

Indian postal services are mainly concerned with collection, sorting, and distribution of letters, parcels, packets, etc. Besides, a number of other services are also provided to the general public as well as business enterprises.

following main headings.

- i. Mail services
- ii. Remittance services
- iii. Banking services
- iv. Insurance services
- v. Other services

#### MAIL SERVICES

Mail service is one of the main services of post office that deals with collection of letters and parcels from the sender to distribute among the receivers. Indian Postal service deals with both inland and international mails.

### **Post Card**

Post card is the cheapest means of written communication. It is a card on both sides of which we can write our message. It has a specified space to write the address of the receiver. In the post office, two different types of post cards are available

### **Envelope**

It is a small size paper packet having one side open. After keeping your enclosure in it, you need to close it and sent it to the receiver. Postal Envelopes are available at all post offices.

**Mail service** is best in india because ity is quick and fast service.mail service is convinient to all.

**4 Answer any one of the following questions in about 100-150 words.**

**(A).KPO requires highly knowledge in the area that is outsourced. Do you agree with this statement? Comment.**

#### **Answer:-**

In simple words it is the upward shift of BPO in the value chain. KPO requires advance analutical skills as well as high degree of specialistexpertise . Reason behind KPO include an increase in specialized knowledge and expertize , additional value , creation , the potential for cost reduction , and a shortage of skilled labour.

Yes, I agree with this statement . KPO often involve complex , high value task that demand specialized expertize demand in such areas.

**5 Answer any one of the following questions in about 100-150 words.**

**(A).You place the order for the product over the telephone and this method of shopping saves your time and effort. Describe your friend about the type of Shopping you were doing and the benefit of it on your own words.**

#### **Answer:-**

Tele Shopping Today telephone has become an indispensable means of communication in business. You must have observed that the businessman near your gives order for purchase of goods and also receives orders from the customers to send the goods to their home.

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Let us see what are the advantages of this system

- (i) It saves time, money and effort in placing a written order to buy the goods.
- (ii) It is a convenient method of shopping for people who are busy and do not have much time for shopping.
- (iii) It eliminates the role of middlemen in the process of distribution.
- (iv) Buyers can inquire about the terms and conditions of sale, mode of payment, packaging etc. from the sellers without visiting the seller's place

**6 Prepare any one Project out of the following projects given below:**

**(A)Mr. Aman is a manufacturer and Mrs. Geeta is a consumer. State any one importance of Sales promotion for both Mr. Aman and Mrs Geeta.**

**Answer:-**

Producers may spend a lot on advertising and personal selling. Still the product may not sell. So incentives need to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product.

Sales promotion is important for manufacturers like Mr. Aman because it boosts sales and profits ,while consumers like Mrs. Geeta benefit from better or loss expensive products . The overall economy also benefits from the increased market activity.