Name: Dua Fatima

Business Administration

Q.2: **Introduction**

The major functions of management include, finance, marketing, supply chain management, productions management, human resource management, and, of recent, information technology management. The significance of management and the functions it comprises of make it integral to the running of modern business organizations. Business organizations of modern day are able to perform effectively as a result of coordinating their management functions in an efficient manner.

The major functions of management comprise of:

i) **Finance**

Finance and financial management make up one of the major functions of management. Without effective financial management, business organizations in modern day cannot optimize their potential and perform to the best of their abilities. Overtime finance has developed as an exceedingly important management function.

ii) Marketing 8.

In management, marketing plays an important role in enabling an organization to advertise its products and services to the general public. It is through marketing that a business organization is able to communicate with its potential customers. Thus, in the modern era marketing performs an essential for business organizations.

iii) Supply chain management

For business organizations, supply chain management is essential for managing a product from beginning till its end. Within a supply chain a product in its raw form or a raw material is transformed into a finished product. Particularly, for manufacturing based organizations supply chain is an important management function.

iv) Human Resource Management

Organizations are made up of people. It is the people who drive an organization forward. Hence, the management of people is essential for the growth and improvement of a business organization." If the human resource management function of an organization is effecient, the organization is able to perform to the best of it's potential.

v) Information technology management

With the integration of information technology into the running of different organizations, the management of this function has become important. A lot of organizations are automating their activities, this has made syncronization of information technology exceedingly important for all business organizations.

Management's significance for modern business organization

Effective management is exceedingly significant for modern business organization. It ensures that organizations are able to optimize their potential and perform in the best possible manner. &.
moreover, the success of a business organization is dependent on its being able to meet the demands of its customers. Customers demands can be met effectively only if the management functions of the business organization are well-cordinated.

Conclusion

To conclude, the major functions of management are constantly evolving. This is increasing their significance to modern business organizations. Thus, the major management functions must be properly aligned to meet the goals and objective of a business organization in the modern era. This will lead to the better of all the stakeholders involved, be they the producers or the consumers ~~of~~ a particular good or service.

Q.No.3 **Introduction - marketing concept**

The evolution of the marketing concept took place when marketing developed as a function ~~=~~ marketing developed. The marketing concept states that the focus should be on advertising and communicating the offerings of an organization. It is not the product or the service itself which matters but its effective marketing that makes the difference. Thus, marketing has to be on the mark in order to make a product and ultimately an organization successful.

Comparision of marketing concept with Selling concept

while the marketing concept focuses on publicizing a product, the selling concept goes beyond this. It not just publicizes a product but also sells it out to a prospective buyer. The selling concept focuses on converting the marketing activities undertaken by an organization into actual Sales. marketing would be pointless if it doesnt lead to increased sales. Thus, the selling concept helps an organization focus on the sales aspect of doing business.

Production Concept

The production concept of marketing focuses on ensuring that production is well-structured and problems free. This concept zeros in on smooth production of a product from raw material to the finished goods. The concept states that it is a flawless production process which ensures that product is good enough to be sold. So, this concept requires organizations to focus on ensuring that their production processes are full proof.

Product Concept

The product concept, as opposed to the production concept, focuses on the product itself. This concept of marketing states that it is the main and final product which should be the focus of attention of marketers. If the final product is neat up to the mark and does not meet the expectation of the customer, then all the marketing done for that product is pointless. The product concept, therefore, ensues that the product is as perfect as possible, functionally, aesthetically and also in terms of it's utility.

Q7.

Years	Project$
Initial Cashflows	150,000
1	50,000
2	56,000
3	64,000
4	68,000
5	72,000

Payback period

= 2 years 8.25 months

Ans//

NPV

1	$\frac{50,000}{(1.13)^1}$	$= 44,247.78$
2	$\frac{56,000}{(1.13)^2}$	$= 43,856.21$
3	$\frac{64,000}{(1.13)^3}$	$= 44,355.21$
4	$\frac{68,000}{(1.13)^4}$	$= 41,705.67$
5	$\frac{72,000}{(1.13)^5}$	$= 39,078.71$
Total		$213,243.58$

$$NPV = 213,243.58 - 150,000$$
$$= \$63,243.58$$

Profitability Index $= \dfrac{\text{PV of cash Inflow}}{\text{PV of cash outflow}}$

$$= \frac{213,243.58}{150,000}$$

$= 1.4216$ Ans//

Q NO. 8

ABC Industries

Balance sheet ending Dec 31, 2020

Asset	Rs	Liabilities and stockholder's equity	Rs
cash	32,720	Accounts Payable	120,000
marketable securities	25,000	Notes Payable	$\boxed{206,862.69}$
Account receivable	$\boxed{197,260.3}$	Accruals	20,000
Inventory	$\boxed{300,000}$		
Total Current Asset	$\boxed{554,980.3}$	Total current liabilities	$\boxed{346,862.6875}$
Net fixed Asset	$\boxed{945,019.7}$		
Total Assets	$\boxed{1500,000}$	Long term debt	$\boxed{553137.3126}$
		Stockholder's equity	600,000
		Total Liabilities and stockholder's equity	$\boxed{1,500,000}$

Average Collection Period

$$= \frac{\text{Accounts Receivable} \times 365}{\text{Net Credit Sales}}$$

$$40 = \frac{AR}{1,800,000} \times 365$$

$$\frac{40 \times 1800,000}{365} = AR$$

$$AR = 197,260.3$$

Inventory turnover

$$6 = \frac{18,00,000}{\text{Inventory}}$$

$$\text{Inventory} = \frac{1800,000}{6}$$

$$\text{Inventory} = 300,000$$

$$\text{Total Current Assets} = \frac{554,980.3}{CL}$$

$$CL = \frac{554,980.3}{1.60}$$

$$\text{Current liability} = 346,862.6875$$

Total asset turnover ratio

$$1.20 = \frac{1,800,000}{\text{Assets}}$$

$$\text{Total Assets} = \frac{1,800,000}{1.20}$$

$$= 1,500,000$$