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ASSIGNMENT	FINAL TERM

Q1.

(a).

ANS.

Functional Units of an Organization:

- There are Five Functional Units of an Organization which are followings:
- Production
- Quality Management
- Sales and marketing
- Finance and Administration
- Research and Development.

➤ Production

- The Activities which are directly contribute to creating the products or services which are sells the company. For example:
- A software Development company develop software services which are provide the company.

➤ Quality Management

- The activities necessary to ensure the quality of the products or services at the level of Best Quality of the products. For example:

- Software Development company compare their products or services with other software companies products. The company manage their products Quality is best to other companies which are provide the services to the clients.

➤ **Sales and marketing**

- Sales is concerned directly with selling the product and marketing is concerned with establishing the environment in which the products sold by the company. For Example:
- The software Development company improved their products marketing through (Advertisement, use social media, through seminars) and develop that's product which highly required software to clients which sold by the company.

➤ **Finance and Administration**

- It's Responsible for to pay the Employees, organizations utility bills, project costing, cost for all products resources and collect the products cost and revenue from clients.

➤ **Research and development**

- The research is one of the best way to improve their products, organization structure which already exist in the organization.
- It show that the how made the other things in the organization better for example: (customer relationship, easy to deliver services and product quality better to existence system).

(b)

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Centralized Organizations

Centralized and decentralized organizations are followings:

- **Microsoft**
- **IBM**
- **EBAY**

Decentralized organizations

- **Amazon**

➤ **Microsoft**

- **Microsoft** is a clear example of a **centralized** company. In centralized method upper level have authority to order those whose in lower level management. So the Microsoft is centralized company it's because due to Microsoft head Quarter issue the software Licenses, computer software is controlled by the quarter not any other local organization or person so that' why Microsoft is centralized company.

➤ **IBM**

- IBM is also centralized organization because IBM still manufacture new computers or technical support tools in main head quarter new York and contribute these tools world wide many countries. So IBM is centralized.

➤ **EBAY**

- Ebay's Paypal unit competes with multiple payment companies, and its marketplaces division competes with other "peer-to-peer" e-commerce sites so that's why it's centralized.

➤ **Amazon**

- Amazon competes with Apple on tablets (Kindle vs iPad) and digital media (Amazon's media store vs iTunes)
- The convenience of shopping in one place. ... The companies whose products are sold on **Amazon**" so it's centralized company.

Q2.

(a)

ANS.

Limited and unlimited Companies

- Limited company is the company where you don't face your personal financial risk for your company. You have 3rd person to pay your loss winding in your business that's called limited companies.
- Limited companies examples in Pakistan:
 - esoft private limited company.
 - Ittehad chemical limited company.
 - ICI Pakistan limited company.
- Unlimited company is the company where you have to face personal financial risk in your business that's called unlimited companies.
- Unlimited companies in Pakistan examples:
 - Textile Unlimited.
 - Foods Unlimited.
 - Beema Pakistan company.

(b)

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Sources of funds

Grants

A grant is a sum of money given to the company; while the company is obliged to demonstrate that it has been used for the purposes for which it was intended, it is not intended that the grant should ever be paid back to the organization which gave it

The availability of grants and other help for new companies depends very much on where the company is located, how many people it expects to employ, and on government policy at the time.

Loans

A loan is a sum of money lent to the company; interest is payable on it, at a rate that may be fixed or variable, and the loan is usually for a fixed period. The company is liable to pay back the loan and, if the company goes into liquidation, the lender is entitled to recover the loan from the sale of the assets of the company.

In most cases, security is required for the loan.

Q3.

(a)

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intellectual property

- *intellectual property is a collection of ideas and concepts.*

There are only three ways to protect intellectual property are followings:

- Patents
- Trademarks
- copyrights.
- **Patents**

A patent applies to a specific product design, Patents protect processes, methods and inventions that are "novel," "non-obvious" and "useful." If granted, a patent gives you a 20-year monopoly on selling, using, making or importing an invention.

Your work must be novel.

Your work must be non-obvious.

Your work must be useful.

- **Trademarks**

a trademark to a name, phrase or symbol is a type of **intellectual property** consisting of a recognizable sign, design, or expression which identifies products or services of a particular source from those of others, although **trademarks** used to identify services are usually called service marks.

- **Copy rights**

a copyright to a written document. All three methods have limitations--there's no one perfect way to protect an idea.

Copyright Protection

A copyright will protect the following categories of works:

- literary works
- musical works, including any accompanying words
- dramatic works, including any accompanying music
- pantomimes and choreographic works
- pictorial, graphic and sculptural works
- motion pictures and other audiovisual works

(b)

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difference between European directive and U.S directive

European directive

Replacing the EU Data Protection Directive 95/46/EC that was felt no longer adequately addressed the tremendous technological growth of recent years, the GDPR aims to harmonize data privacy laws across Europe, while not only protecting EU citizens' sensitive data, but also empowering them to better control their data. It introduces, among other requirements, the need for privacy by default and by design, stricter controls over cross-border data transfers and cements EU citizens' right to be forgotten, essentially allowing them to request the deletion of the data.

U.S directive

The United States has opted for a different approach to data protection. Instead of formulating one all-encompassing regulation such as the GDPR, it chose to implement sector specific data protection laws and regulations that work together with state-level legislation to safeguard American citizens' data.

Q4.

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Contract

- An agreement between two or more parties for the doing or not doing of something specified enforced by law
Agreement = OFFER + ACCEPTANCE
- Contracts serve the following purpose:

- Set out the agreement between the parties
 - Set out the aims of the parties
 - Provide for matter arising while the contract is running
 - Ways of terminating the contract and the consequences.
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(b)

Ans.

Pen test

- A penetration test, also known as a pen test, is a simulated cyber attack against your computer system to check for exploitable vulnerabilities. In the context of web application security, penetration testing is commonly used to augment a web application firewall.

Penetration-Testing Methodologies

▪ **White box model**

Tester is told everything about the network topology and technology

and is authorized to interview IT personnel as well. Makes the job easier for him

▪ **Black box model**

Company staff does not know about the test. Tester is not given detail about the network so the burden is on the tester to find out the

details. The test determines if the security personnel are able to detect an attack.

▪ **Gray box model**

This mode of test is combination of both white and black box models.

The company provides the tester with partial information about the network.

----- **THE END**-----

