

**ID:11757**

**SUBJECT:PROFESSIONAL PRACTICES**

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**DATE:29.06.2020**

**ANS1(A):FUNCTION UNIT OF AN ORGANIZATION:** Five groups of functions exist in almost any organization:

Production

Quality management

Sales and Marketing

Finance and Administration

Research and development

**Production:** Activities that directly contribute to creating the products or services that the company sells.

**Quality management:** Quality activities necessary to ensure that quality of the products and services produced is maintained at the agreed level.

**Sales and Marketing:** Sales is concerned directly with selling the product, while marketing is concerned with establishing the environment in which the product is sold (e.g. through advertising) and with deciding how the range of products sold by the company should develop.

**Finance and Administration:** To pay bills, to look after its funds, All central services.

**Research and development:**

How can the company do better the things that it already

**PART(B):MICROSOFT:**In 1975 Bill Gates and Paul G. Allen, two boyhood friends from Seattle, converted BASIC, a popular mainframe computer programming language, for use on an early personal computer (PC), the Altair. Shortly afterward, Gates and Allen founded Microsoft, deriving the name from the words microcomputer and software. During the next few years, they refined BASIC and developed other programming languages. In 1980 International Business Machines Corporation (IBM) asked Microsoft to produce the essential software, or operating system, for its first personal computer, the IBM PC. Microsoft purchased an operating system from another company, modified it, and renamed it MS-DOS (Microsoft Disk Operating System). MS-DOS was released with the IBM PC in 1981. Thereafter, most manufacturers of personal computers licensed MS-DOS as their operating system, generating vast revenues for Microsoft; by the early 1990s it had sold more than 100 million copies of the program and defeated rival operating systems such as CP/M, which it displaced in the early 1980s, and later IBM OS/2. Microsoft deepened its position in operating systems with Windows, a graphical user interface whose third version, released in 1990, gained a wide following. By 1993, Windows 3.0 and its subsequent versions were selling at a rate of one million copies per month, and nearly 90 percent of the world's PCs ran on a Microsoft operating system. In 1995 the company released Windows 95, which for the first time fully integrated MS-DOS with Windows and effectively matched in ease of use Apple Computer's Mac OS. Microsoft also became the leader in productivity software such as word-processing and spreadsheet programs, outdistancing longtime rivals Lotus and WordPerfect in the process.

**INTERNATIONAL BUSINESS MACHINE:** International Business Machines Corporation (known as IBM or "Big Blue;" NYSE: IBM) is a multinational computer technology and consulting corporation headquartered in Armonk, New York, U.S. The company is one of the few information technology companies with a continuous history dating back to the nineteenth century. IBM manufactures and sells computer hardware and software, and offers infrastructure services, hosting services, and consulting services in areas ranging from mainframe computers to nanotechnology. IBM has been known through most of its recent history as the world's largest computer company; with over 350,000 employees worldwide, it is the largest information technology employer in the world. It is also the most profitable, but in revenues it fell to second place behind Hewlett Packard in 2007. IBM holds more patents than any other U.S. based technology company. It has engineers and consultants in over 170 countries and IBM Research has eight laboratories worldwide.[3] IBM employees have earned three Nobel Prizes, four Turing Awards, five National Medals of Technology, and five National Medals of Science. As a chipmaker, IBM is among the Worldwide Top 20 Semiconductor Sales Leaders.

**EBAY:** is an American multinational e-commerce corporation based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995, and became a notable

success story of the dot-com bubble. eBay is a multibillion-dollar business with operations in about 33 countries, as of 2018. The company manages the eBay website, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.

In addition to eBay's original auction-style sales, the website has evolved and expanded to include: instant "Buy It Now" shopping; shopping by Universal Product Code, ISBN, or other kind of SKU number (via Half.com, which was shut down in 2017); online classified advertisements (via Kijiji, or eBay Classifieds); online event ticket trading (via StubHub); and other services. eBay previously offered online money transfers as part of its services (via PayPal,

which was a wholly owned subsidiary of eBay from 2002 to 2015). eBay Inc. is an American multinational e-commerce corporation based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble.

**AMAZON:** is an American multinational technology company based in Seattle that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is considered one of the Big Four technology companies, along with Google, Apple, and Microsoft. It has been referred to as "one of the most influential economic and cultural forces in the world" as well as the world's most valuable brand.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform[16] as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States[19] and one of the world's most valuable companies.

Amazon was founded by Jeff Bezos in Bellevue, Washington, on July 5, 1994. The company started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for US\$13.4 billion, substantially increasing Amazon's footprint as a physical retailer. In 2018, Bezos announced that its two-day delivery service, Amazon Prime, had surpassed 100 million subscribers worldwide.

Amazon distributes downloads and streaming of video, music, and audiobooks through its Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a

cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon acquisitions include Ring, Twitch, Whole Foods Market, and IMDb. Among various controversies, the company has been criticized for technological surveillance overreach, a hyper-competitive and demanding work culture, tax avoidance, and anti-competitive practices.

**CENTRALIZED VS DECENTRALIZE:** In theory, staff have a sense of belonging to a group and regard their group manager as the manager who is permanently responsible for their career in the company.

In practice, because projects often require expertise from more than one group, staff often find themselves working on projects for groups other than the one to which they belong.

In a company of the size of Syniad, the distinction between centralization and decentralization has little meaning. Centralized policies and procedures are widely used but they have usually been developed within one part of the company and have been adopted by general consent.

**ANS2:PART(A):LIMITED COMPANY:** A limited company (LC) is a general form of incorporation that limits the amount of liability undertaken by the company's shareholders. It refers to a legal structure that ensures that the liability of company members or subscribers is limited to their stake in the company by way of investments or commitments. In a legal sense, a limited company is a person.

The naming convention for this type of corporate structure is commonly used in the United Kingdom, where a firm's name is followed by the abbreviated "Ltd." In the United States, limited companies come in several forms, including the limited liability corporation (LLC).

[Important: Several variations of limited company exist around the world and are followed by standard abbreviations including Ltd., PLC, LLC, and AG to name just a few.]

#### How a Limited Company Works

As noted, in a limited company the assets and debts of the company are separate from those of the shareholders. As a result, should the company experience financial distress because of normal business activity, the personal assets of shareholders will not be at risk of being seized by creditors.

Ownership in the limited company can be easily transferred, and many of these companies have been passed down through generations. Unlike a public company in which anyone can buy shares, membership in a limited company is governed by a company's rules and law.

A limited company can be "limited by shares" or "limited by guarantee." When limited by shares, a company is owned by one or more shareholders and managed by at least one director. In a limited by guarantee arrangement, a company is owned by one or more guarantors and managed by at least one director.

The primary benefit of a limited company is the separation of assets and income from the corporation and the owners and investors through limited liability. This means that if a company goes bust, shareholders can only lose as much as their original investment and no more—creditors or other stakeholders cannot claim owners' personal assets or income. Because of limited liability, investors are more eager to risk capital since their losses are limited in that sense.

## TYPES OF LIMITED COMANIES:

private limited company

public limited company

**PRIVATE LIMITED COMPANY:**cannot offer shares to the general public. In the UK, this is a one of the most common set-ups for small businesses.

Cannot sell shares to Public

Can sell shares privately

In limited companies the shareholders are personally liable for some fixed amount of company's debts

## Limited by Shares

Commercial Companies

E-g Dalda Cooking Oil, Pepsi etc

## Limited by Guarantee

Charities, Professional Bodies

**PUBLIC LIMITED COMANY:**Trades shares to public

SITARA CHEMICAL INDUSTRIES LIMITED

BAWANY AIR PRODUCTS LTD

can raise capital by offering shares to the general public. Shares are traded on the stock exchange, and a PLC must have issued shares to a value of at least £50,000 before it can trade. This structure is more common for larger, more established businesses.

**UNLIMITED COMPANIES:**In an unlimited company the shareholders are personally liable for all the company's debts. A private unlimited company isn't something that you come across very often (although they may not be obvious as they don't have to use unlimited in their company name). This article aims to shed some light on what they are, and the advantages and disadvantages of them. An unlimited company is very much like a regular private company limited by shares. It must be registered with Companies House and have a memorandum and articles of association. There's a director that manages the day-to-day running of the company on behalf of the shareholders. Persons of significant control and an annual confirmation statement must still be submitted to Companies House.

Independent Existence

Divided

Shareholders

Or Members of the Company

Normally > 1 shareholder

1992 Act allows single member

## **COMPANY CONSTITUTION:**

Share Capital

Company Constitution

Directors responsibilities

## **SHARE CAPITAL:**Shareholders (Subscribers) own Company

At start of Company

Authorised share capital

Number & Nominal (par) Value

Say 100 shares @ £1

If debts > assets Shareholder lose shares

## **COMPANY CONSTITUTION:**Memorandum of Association

Controls External Relations

Articles of Association

Control Internal Relations

Shareholders Agreement

## MEMORANDUM ASSOCIATION:

### Company Name:

There are several restrictions on the choice of name for a company.

The most obvious one is that the name must not already be in use by another company.

### Country of Registration:

England & Wales, Wales, Scotland

### Objects of Company

This is a statement of the type of business in which the company will engage.

Companies Act 1989 allow general commercial company

A Liability Clause

Liability of members is limited

### Authorised Share value

Nominal Share Value and Number

## ARTICLE ASSOCIATION:

Rules of Share capital

Transfer of Shares

Meetings of Members

Appointment and Removal of Directors

Power of Directors

**SHARESTAKHOLDER AGREEMENT:** Protect interests of minor shareholders

Article of Association

Changed at General Meeting

Needs 75% majority

Agreement Between Shareholders

All must sign

Can govern way voting is done

## **DIRECTOR RESPONSIBILITIES:** Directors Elected by Shareholders

Act In best Interest of Company

Honest

Declare Interests

Aware of Company's Trading Position

Executive & Non-Executive Directors

Company Secretary

Could be Director

## **PRIVATE LIMITED COMPANIES:**

The Truth International Islamabad Research Jobs 2020 Private.

Shafi Pvt Limited Lahore Administration Jobs 2020 Private.

Ccl Pharma Multan Sales Jobs 2020 Private.

## **PUBLIC LIMITED COMPANIES:**

BAWANY AIR PRODUCTS LTD. Karachi. ...

LINDE PAKISTAN LIMITED. Karachi. ...

ITTEHAD CHEMICALS LTD. Lahore. ...

## **UNLIMITED COMPANIES:**

Textile related companies

Garments & apparel related companies



Travel & tour related companies

## **PART(B):FUNDING FROM PERSONAL SAVINGS:**Funding from Personal Savings

Funding from personal savings is the most common type of funding for software company. The two issues with this type of funding are 1) how much personal savings you have and 2) how much personal savings are you willing to risk.

In many cases, entrepreneurs and business owners prefer OPM, or “other people’s money.” The four funding sources below are all OPM sources. In practice, most start-ups make use of the personal financial sources of the entrepreneur. This can be personal savings in the building society, a bank balance. It can be providing assets for the business (e.g. a car). It can also simply be working for nothing! The following notes explain these in a little more detail. An entrepreneur will often invest personal cash balances into a start-up. This is a cheap form of finance and it is readily available. Often the decision to start a business is prompted by a change in the personal circumstances of the entrepreneur – e.g. redundancy or an inheritance. Investing personal savings maximises the control the entrepreneur keeps over the business. It is also a strong signal of commitment to other potential investors and banks.

**GOVERNMENT FUNDING:**The government funding help to start new software company Government funding refers to financial assistance received by non government entities in the form of federal, state, or local government grants, loans, loan guarantees, property, cooperative agreements, food commodities, direct appropriations, or other assistance. However, government funding does not include tax credits, deductions, or exemptions. The following is an example of a case law on government funding:

Government funding of a private entity, however, no matter how extensive, is insufficient to transform otherwise private conduct into state action. [Young v. Halle Hous. Assocs., L.P., 152 F. Supp. 2d 355 (D.N.Y. 2001)].

**ANS:3PART(A):Intellectual property:**Intellectual property is a broad categorical description for the set of intangible assets owned and legally protected by a company from outside use or implementation without consent. An intangible asset is a non-physical asset that a company owns.

The concept of intellectual property relates to the fact that certain products of human intellect should be afforded the same protective rights that apply to physical property, which are called tangible assets. Most developed economies have legal measures in place to protect both forms of property.

**Don't File Patents:**The most uncommon way to protect intellectual property is not to file patents. Filing patents provides the recipe of how a product or service can be created. Once a recipe is published, one can create a similar product with workarounds to not violate the intellectual property rights. The second method is to standardize the idea with a standards association, so that others are blocked from creating such an idea. - Naresh Soni, Tsunami ARVR

## **DISCLOSURE AGREEMENT:**

Get assistance with creating well-written non-disclosure agreements. Also, look at any other agreements you use in your business to make sure they cover your intellectual property. These could include employment agreements, licenses, and sales contracts. - Muhammed Othman, Calendarnami ARVR

## **SEPARAT TEAM:**

Our engineering teams are separated geographically, and we make a point that none of these teams have access to the complete product. In order to undermine the security and sanctity of our product, several of these teams would need to work together to steal the total product. Separation of duties is a basic tenet of information security, and we have to practice what we preach. - Tim Maliyil, AlertBoot

## **PART(B):U.S DIRECTIVE:**

Wide variations in the quality and security of forms of identification used to gain access to secure Federal and other facilities where there is potential for terrorist attacks need to be eliminated. Therefore, it is the policy of the United States to enhance security, increase Government efficiency, reduce identity fraud, and protect personal privacy by establishing a mandatory, Government-wide standard for secure and reliable forms of identification issued by the Federal Government to its employees and contractors (including contractor employees).

To implement the policy set forth in paragraph (1), the Secretary of Commerce shall promulgate in accordance with applicable law a Federal standard for secure and reliable forms of identification (the "Standard") not later than 6 months after the date of this directive in consultation with the Secretary of State, the Secretary of Defense, the Attorney General, the Secretary of Homeland Security, the Director of the Office of Management and Budget (OMB), and the Director of the Office of Science and Technology Policy. The Secretary of Commerce shall periodically review the Standard and update the Standard as appropriate in consultation with the affected agencies.

"Secure and reliable forms of identification" for purposes of this directive means identification that (a) is issued based on sound criteria for verifying an individual

employee's identity; (b) is strongly resistant to identity fraud, tampering, counterfeiting, and terrorist exploitation; (c) can be rapidly authenticated electronically; and (d) is issued only by providers whose reliability has been established by an official accreditation process. The Standard will include graduated criteria, from least secure to most secure, to ensure flexibility in selecting the appropriate level of security for each application. The Standard shall not apply to identification associated with national security systems as defined by 44 U.S.C. 3542(b)(2).

Not later than 4 months following promulgation of the Standard, the heads of executive departments and agencies shall have a program in place to ensure that identification issued by their departments and agencies to Federal employees and contractors meets the Standard. As promptly as possible, but in no case later than 8 months after the date of promulgation of the Standard, the heads of executive departments and agencies shall, to the maximum extent practicable, require the use of identification by Federal employees and contractors that meets the Standard in gaining physical access to Federally controlled facilities and logical access to Federally controlled information systems. Departments and agencies shall implement this directive in a manner consistent with ongoing Government-wide activities, policies and guidance issued by OMB, which shall ensure compliance.

Not later than 6 months following promulgation of the Standard, the heads of executive departments and agencies shall identify to the Assistant to the President for Homeland Security and the Director of OMB those Federally controlled facilities, Federally controlled information systems, and other Federal applications that are important for security and for which use of the Standard in circumstances not covered by this directive should be considered. Not later than 7 months following the promulgation of the Standard, the Assistant to the President for Homeland Security and the Director of OMB shall make recommendations to the President concerning possible use of the Standard for such additional Federal applications.

This directive shall be implemented in a manner consistent with the Constitution and applicable laws, including the Privacy Act (5 U.S.C. 552a) and other statutes protecting the rights of Americans.

Nothing in this directive alters, or impedes the ability to carry out, the authorities of the Federal departments and agencies to perform their responsibilities under law and consistent with applicable legal authorities and presidential guidance. This directive is intended only to improve the internal management of the executive branch of the Federal Government, and it is not intended to, and does not, create any right or benefit enforceable at law or in equity by any party against the United States, its departments, agencies, entities, officers, employees or agents, or any other person.

The Assistant to the President for Homeland Security shall report to me not later than 7 months after the promulgation of the Standard on progress made to implement this

directive, and shall thereafter report to me on such progress or any recommended changes from time to time as appropriate.

**European directive:** individuals in national courts, even if they have not yet been implemented into national law. However, unlike EU treaty provisions, regulations and decisions, directives can usually only be relied on against state entities (vertical direct effect), but not private individuals (horizontal direct effect).

For more information, see Practice note, EU law essentials. Directives are the most common form of EU legal act. In contrast to a regulation, a directive does not apply directly at the national level.

Instead, an EU directive sets out an objective to be achieved, and it is then left to the individual countries to achieve this objective however they best see fit.

This takes place through a process called “transposition”, which essentially translates an EU directive into national legislation; each directive has a deadline for its transposition. Once a directive has been transposed into national legislation, individual rights may be asserted with respect to third parties and enforced in national courts.

For example, the 2010 Directive on Parental Leave was transposed into UK law through the Parental Leave (EU Directive) Regulations, which came into force on 8 March 2013. Individuals have recourse to national courts if these standards are not met.

Find out more – read our fact on how the EU makes laws.

**ANS:4PART(A):CONTRACT:** A contract is a legally binding document that recognizes and governs the rights and duties of the parties to the agreement. A contract is legally enforceable because it meets the requirements and approval of the law. A contract typically involves the exchange of goods, service, money, or promise of any of those. The term contract is defined as an agreement between two or more parties which has a binding nature, in essence, the agreement with legal enforceability is said to be a contract. It creates and defines the duties and obligations of the parties involved.

**PURPOSE OF CONTRACT:** The basic purpose of contract law is to provide a framework within which individuals can freely contract. The contract can legally bind the contracting parties by the creation of laws which are applicable only to the very individuals that create the contract and its subsequent legally binding laws. English contract law has developed through the ages as a common law which is very heavily based on precedent. Arguably, the pioneers of the common law system must have opted for such a means of dispute resolution, because it is much more amiable and flexible than having a set of codified rules. Yet, this has placed the English common law in quite a detrimental predicament as United Kingdom finds itself surrounded by civil law

practicing states in the European Union. Harmonisation is proving to be more conciliation of legal sovereignty for the common law system than the civil law system. Contemporary developments in the European market place have poised a great challenge to all separate legal jurisdictions within the European Union. 'Divergent contract laws create problems for the single market of the European Union'. Nevertheless academics like Dr. Martin Doris, now of the School of Law at the University of Glasgow is opposed to solutions based on a European Civil Code. Adherents of Dr.Doris' argument hold indefatigably to the belief that such an endeavor might be an academic blunder. The common fear is that such a civil code might lead to the destruction of age old traditions. Hence all jurisdictions have experienced an immense inertia to the movement away from older doctrines. One such doctrine that has caused problems for the English is the need for consideration when forming a contract. Especially since consideration has come under attack by the European Union, arguably because it is a doctrine unique to common law and the civil law lawyers of Europe have trouble with the proper comprehension of the doctrine. Even when they do seem to comprehend its practical mechanism properly, they fail to understand the need for it. Perhaps this is because, as a legal academic and learner, they build their knowledge of contract law without the understanding of consideration as a fundamental element to the existence of a contract. PECL, is a clear indication that they do not understand the fundamental importance of consideration, especially since it impliedly negates the need for consideration and replaces it with the civil law notion of Causa.

**PART(B):PEN TESTING:**Penetration testing, also called pen testing or ethical hacking, is the practice of testing a computer system, network or web application to find security vulnerabilities that an attacker could exploit. Penetration testing can be automated with software applications or performed manually.Pen testing can involve the attempted breaching of any number of application systems, (e.g., application protocol interfaces (APIs), frontend/backend servers) to uncover vulnerabilities, such as unsanitized inputs that are susceptible to code injection attacks.

In simple terms (although the actual testing can be quite complex a Pen Test examines any weaknesses in the IT infrastructure of a corporation by trying to discover and exploit them, in a safe manner. These vulnerabilities can be found in the software itself at these particular points of entry:

- Backdoors in the Operating System;

- Unintentional flaws in the design of the software code;

- Improper software configuration management implementation;

- Using the actual software application in a way it was not intended to be used.

Pen Testing can be accomplished either through manual or automatic processes and is often targeted towards the following endpoints:

Servers;

Network endpoints;

Wireless networks;

Network security devices (this is hit upon the most in an actual Pen Test, which includes the Routers, Firewalls, Network Intrusion devices, etc.);

Mobile and wireless devices;

Other areas of exposure, such as that of software applications and the code behind it

**PENITRATION TESTING METHODOLOGIES:** Penetration testing can be categorized on the basis of testing approaches to be used.

**White Box Penetration Testing:** Here, the tester has complete access and in-depth knowledge of the system to be tested. This is very helpful in carrying out extensive penetration testing.

**Black Box Penetration Testing:** In black box penetration testing approach, high-level of information is made available to the tester. The tester is totally unaware of the system/network. However, this approach might miss some areas while testing.

**Gray Box Penetration testing:** Gray box penetration testing makes only limited information available to the tester to attack the system externally.

With the increase in cases of privacy breach, many organizations consider security testing as a vital component of software development life cycle (SDLC). 360logica is well aware of the security challenges and ensures security testing knowledge across domains. This allows us to be ready and respond to the product requirements to fullest potential in advance. Our dedication towards dynamic website testing and foolproof security testing make us a premium company in providing offshore software testing services. 360logica's methodology, including a checklist of critical security elements, helps clients validate their software products without any error

360logica endeavour to provide comprehensive security testing services to ensure seamless functioning of an application by addressing all potential issues especially mission-critical information. We are adept in analyzing both static and dynamic perception of threat, personalized methodology, and regular tracking of upcoming vulnerabilities. In addition, we are adept at overcoming realistic challenges and performance limitations. Our proficiency lies in using open source tools for cross site scripting method, website testing, SQL injection technique, and application security. This helps in overcoming all types of security failures at a low-cost.