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**Q.1**

**a) Why we define different needs before taking any task, elaborate your answer.**

Decisions are required to be taken in day to day life. No single task in our life can be done without decision making. For every assignment we undertake, there has to be a process of making choices. Whenever we are faced with choices, there is an inevitable need of selecting one particular course of action. Any task can be done in various ways, but doing it simultaneously through all possible alternatives is virtually impossible. This necessitates making a reasonable choice from all the options available.An example can be taken for a person who wants to go to Islamabad. He can look at following options.

• Use any of the local bus service available

• Go by train

• Travel by air

As you can see, the decision to be made in this situation is faced with the availability of a set of combination of alternatives.

• Every decision we take in daily life requires some sort of information about the alternatives available. For instance, in the above example certain factors need to be considered before taking a decision.

• How urgent it is to reach to Islamabad

• How much time is available to accommodate travelling, since each mode of travelling will take different time to reach at the same destination?

• Whether bookings are available for the desired day and time.

• Is there any possibility of cancellation of booking or flight or bus service.

• Which bus service or airline to chose from, since various airlines and bus services are having travelling facilities to Islamabad.

**b) What information is required if a person is thinking to start a specific business, also discuss different sources of information.**

**Answer :**

**Need for information:**

Information is required in day to day decision making. Without the availability of right quantity of

information at the right time, the process of decision making is highly affected. For this reason various

sources of information are used to extract information. Some of these are:

Newspapers

 Internet

 Marketing Brochures

 Friends & Relatives

**Sources of Information:**

Sources of information are generally categorized as primary, secondary or tertiary depending on their

originality and their proximity to the source or origin. For example, initially, findings might be

communicated informally by email and then presented at meetings before being formally published as a primary source. Once published, they will then be indexed in a bibliographic database, and repackaged

and commented upon by others in secondary sources.

**Q.2**

 **What is organization? Explain different types of organization in detail.**

**Answer :**

Basically, an organization is group of people organized to accomplish an overall goal. Organizations can

range in size from two people to hundreds of thousands -- some people might argue that organizations are even larger. Organizations have an overall goal (or mission) which is usually subdivided into various other goals (often called strategic goals) that, in total, will achieve the overall goal of the organization.

A structure through which individuals cooperate systematically to conduct business. It is a collection of people working under predefined rules and regulations to obtain a set of objectives. It is a stable formal social structure. It takes resources from the environment and processes them to produce outputs.

**Functional Organization :**

Also referred to as a bureaucratic structure, a functional organization is one that divides a firm’s operations based on specialties. Ideally, there’s an individual in charge of a particular function. It’s like any typical business that consists of a sales department, human relations, and a marketing department. It means that every employee receives tasks and is accountable to a particular superior.

**Divisional Organization :**

A divisional organization structures its activities around a market, product, or specific group of consumers. For instance, a firm can operate in the United States or Europe, or sell products focused on a specific group of customers. Gap Inc. is the perfect case in point. It runs three different retailers – Banana Republic, Gap, and Old Navy. Although each one operates as a separate entity that caters to different consumer segments, they are all under the company Gap Inc. brand.

**Matrix Organization :**

A matrix organizational structure is a bit more complex, in that there’s more than one line of reporting managers. It simply means that the employees are accountable to more than one boss. Most firms that take on this organizational structure often have two chains of command – functional and project managers. This type of organization works best for companies with large-scale projects.

**Q.3**

**What are the difference between Data and Information? Give detail with proper examples and explanations.**

**Answer :**

**Data VS Inforamtion**

The differece between Information and data is very simple, information is a well processed , organized data that have a complete meaning in user environment.

On the other hand data is the collection of facts that are not organized, not proccessed raw material which does not have specific meaning.

data can be information after well processing to give a complete meaning in user environment.

**Example of information:**

 the news broadcasting from any chanel is the example of inforation , as different data is proccessed to made the the news. the smallest units of new can be the data.

OR

Data is well structured but information is not well structured, the difinition seem completely oposite to the above, but not, let me explain..

**Data is well Structured :**

**For Example:**

The attribute age in programming language can be defined with specific parameters like,

age should be varchar (variable characters)

age lenght should not exceed more than 22 chracters etc etc

on the other hand informaiton can not be specified by these parameters, so we can say that data is we structured and inforation is not