

St. Mira's College for Girls, Pune  
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

Subject: BUSINESS ADMINISTRATION

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AC 11508

Unit 2&3: CASE STUDIES & EXAMPLES\_Analytical & Functional Skills

An Assignment on Business Practices

Subject: Business Administration

Title : Modern Business Administration

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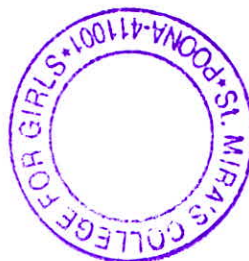
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\* SICK BUSINESS UNIT :-

\* AIRCEL COMPANY \*

Aircel Ltd. was a Indian mobile network operator headquartered in Gurgaon that offered voice and 2G and 3G data services. Maxis Communications held a 74% stake and Sindyia Securities and Investments held the remaining 26%. Aircel was founded by considerable presence in Odisha, Assam and North-East telecom circles. 2G and 3G services including voice were shut down in all circles due to failure in merge with Reliance Communications.

\* Closing of Aircel Company :-

\* Description of TCS (Tata Consultancy Services (TCS)) :-

Tata Consultancy Services Limited (TCS) is an Indian multinational information technology (IT) service, consulting company headquartered in Mumbai, Maharashtra. It is part of the Tata Group and operates in 46 countries. TCS is one of the largest Indian companies by market capitalization. TCS is now placed among the most valuable IT services brand.

1. Service :- They provide service to varied clients for solving their business needs. TCS employees are outsourced for that work, i.e. they are required to support and help their clients in solving their problems.
2. Consulting :- It is the business model wherein TCS is being contacted (consulted) by clients to engage in the business of giving expert advice to them so that they can grow either themselves.
3. Business Solutions :- It is a combination of ideas used to help a company achieve its objectives. A business solution comes in terms of marketing, payroll, auditing, accounting, market research and analysis, among other essential business activities.

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