



AIMS LIBRARY

JP – 725

I Semester M.B.A. Examination, July 2023
(CBCS) (Repeaters) (2014 – 2015 and Onwards)

MANAGEMENT

Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **five** marks. (5×5=25)

1. Write a note on Indian Agriculture.
2. Explain different types of Crisis.
3. What is CSR ? Mention its rules.
4. Write short notes on FMCG.
5. What is Business ? Explain internal factors influencing business.
6. Discuss any 5 characteristics of Indian Economy.
7. What is putting-out system ? Explain its advantages.

SECTION – B

Answer **any three** from the following questions. (3×10=30)

8. Write a note on Economic Reforms since, 1991.
9. Discuss the Provisions of Companies Act, 2013.
10. Write a note on trends of the following sectors:
a) Start-ups b) Chemicals Industry c) Financial services.
11. Discuss the impact of factory system on Indian manufacturing sector.

P.T.O.



SECTION – C
(Case Study)

12. Compulsory Question.

15

Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects and want themselves to be 'seen' as a green advocate among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumers but also ensure that their products are safe and environment friendly. As a result, there is growing need for better and advanced technologies to work as a catalyst in this regard.

- 1) Identify the relevant feature of business environment being discussed above.
 - 2) Describe briefly any three points which highlight the importance of business environment and its understanding by managers.
-