

Enrollment No: _____

Seat No. _____

Kadi Sarva VishwaVidyalaya
MBA- Semester- II Examination, May 2014
Subject: Environment for Business (CC 202)

Date: 09/05/2014

Weightage: 40%

Time: 10:00am to 12:30pm

Instruction: Write to-the-point and precise answers.

- Q-1 (A) Explain the given concepts in brief. 4%
1. Stakeholders
 2. Geographical Indications (GI)
 3. Corporate Governance
 4. ISO

- Q-1 (B) "A business is affected by internal and external environmental factors and hence strategy, operations and decision making must consider those factors to create sustainable business model." – Comment and explain with respect to business environment framework. 4%

OR

- Q-1 (B) Discuss how Advertising Industry is affected by various political, economic, social and technical environmental factors. 4%

- Q-2 (A) "Post 1991 era has been hailed as the time when concrete steps through industrial policy and renowned Liberalization, Privatization and Globalization approach have created a huge impact on advancement of many industries." - Elaborate on impact of Industrial Policy Measures on various industries. 4%

- Q-2 (B) What is fiscal policy? What are its main objectives? How does it help in economic development? 4%

OR

- Q-2 (A) Discuss about characteristics of Capitalistic and Mixed Economic System and their impact on the way business is done. 4%

- Q-2 (B) Discuss major provisions in the latest announced union budget and its implications on various industries in the country. 4%

- Q-3 (A) How FERA and FEMA are different? Discuss about main objectives of FEMA. 4%

- Q-3 (B) What is WTO? Discuss its emergence, objectives and functions. 4%

OR

- Q-3 (A) "MNCs have provided more benefits to host country and domestic players if we look at two-wheeler automobile market in India." – Comment and explain. 4%

- Q-3 (B) Discuss in brief about World Bank Group and its institutions, their objectives and scope. 4%

- Q-4 (A) What do you understand by IPRs? Explain various types of IPRs and their implications on business. 4%

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Q-4 (B) What is technology transfer? Discuss various forms of Technology Transfer. 4%

OR

Q-4 (A) Discuss the impact of internet on various functions of business be it sourcing, manufacturing, trading and marketing etc. Substantiate your answer with suitable examples. 4%

Q-4 (B) What is technology? How do technology and science differ? Is there a relationship between technology and development? 4%

Q-5 (A) Elaborate on family life cycle of a person in the context of Indian Culture and probability of buying various products and using different services at different stages of life which have an impact on respective industries. 4%

Q-5 (B) What is consumerism? What are consumer rights? How do companies ignore and violate consumer rights? 4%

Kadi Sarva Vishwavidyalaya
MBA I SEMESTER II EXAMINATION
Environment for Business (CC 202)

Saturday, 2nd May, 2015**Time: 10.30am-1.00 pm****Marks: 40**

Q. 1(A) Describe and give examples of the elements that make up the internal and external environment of business. [4]

Q.1(B) Explain the main features of WTO. Give details of various ministerial conferences held at WTO till date. [4]

OR

Q.1(B) Differentiate between World Bank and IMF. [4]

Q.2(A) What is fiscal policy ? Analyze its objectives and techniques. Discuss the recent fiscal policy announced by the Government of India. [4]

Q.2(B) How does capitalist economy differ from a socialist economy? To what extent are the defects of both eliminated in mixed economy? [4]

OR

Q. 2(A) Raja store is reputed retail store in Punjab. Mr. Laxmi Narayan, the proprietor has seen it grow from strength to strength over the last 20 years. Store's pride is quality product and it enjoys a good image in the market. In recent times, many departmental stores have come up in the adjoining areas and slowly the competition is hotting up. Mr. Laxmi Narayan's major concern is about losing patronage to the bigger stores as they are offering lower prices. He knows that he could not compete on prices; though, he prides himself on excellent customer service and quality product. Advise Mr. Laxmi Narayan regarding the new threat posed by competition and ways to beat it. [4]

Q. 2(B) Explain the role of export promotion in India. Outline an appropriate strategy to achieve this objective. [4]

Q.3(A) Why do environmentalists feel a need for proper management and conservation of natural resources? Comment on the association between natural resources and economy. Highlight the direct values that natural resources have for man and the reasons for its over exploitation. [4]

Q.3(B) What is the meaning of intellectual property rights ? What type of intellectual property right should the following products get and brief about the relevant acts. [4]

- a) "Half Girl Friend" written by Chetan Bhagat
- b) A new molecule which has been tested effective for cancer cure.

OR

Q.3(A) Are the consumers in India in safe hands? Are manufacturers, marketers, Government protecting the rights of consumers ? Justify your answer by discussing the rationale behind Consumer Protection Act. [4]

Q.3(B) Brief about the need and forms of technology transfer. [4]

Q.4(A) "Businesses help economy to grow and enhance the life style of people." How contrary is this statement in social, environmental and employee perspective ? Explain with suitable examples. [4]

Q.4(B) What is the basis behind inclusion of globalization as third pillar in Industrial policy 1991. Mention the major changes relevant to that. [4]

OR

Q.4(A) Is "Corporate Governance" an achievable term in India? What are the commitments that are not been properly fulfilled by corporates towards employees, which has made good governance, a pure academic topic. [4]

Q.4(B) Mention any three innovative businesses that are recently started, which had a real concern towards the society and environment. Brief about the corporate social responsibility motives behind them. [4]

Q.5 Case Study:

[8]

Softcore Consultancy Services is in IT sector. It is currently facing a shortage of skilled manpower and is fuelling a hike in the employee salaries, which has been boosting a 10% to 40% growth during the last couple of years. While there is an abundance of trainable human resources, a dearth in the skilled manpower is being felt across the industry and that has resulted in a hike in salaries.

Typically, salary jumps happen not only in the conventional manner of being promoted but also because of professionals changing job more frequently. The increase in salaries varies from job to job and ranks highest in the IT sector where employees get a hike of over 40% when they join a new establishment. When there is no dearth in the entry level human resources as there is a large supply, but a severe shortage is felt in the middle-level positions.

According to Mr. Raj , the CEO of Softcore, many new captive and third party off-shore facilities that are being set up in the country have led to a competition for skilled human resources that are already scare. This is also leading to ever-widening, demand supply gap and a rise in the average salary level for all positions apart from pushing up the attrition in the existing facilities, he said.

There is new trend of employees moving to MNCs abroad for higher salaries and global experience. The salary package and working environment factor are far better in countries like the United States when compared to India. The returning to India with a global experience paves the way for a higher pay and a better position. This is also one reason for the shortage of skilled manpower and the hike in employee salary in the IT sector.

Case questions:

- 1) What are the problems that Softcore is facing ? Suggest some remedies for the same.
- 2) Explain the advantages and disadvantages of globalization ? Do you support globalization ?