Roll No. ....

Total No. of Questions : 11]　　　　　　　　　　　　　　　　　　[Total No. of Pages : 03

MBA / MBA (IB) (Sem. - 2nd)

BUSINESS ENVIRONMENT

SUBJECT CODE : MBA-201 (2012 Batch)

Paper ID : [C0246]

Time : 03 Hours　　　　　　　　　　　　　　　　　　**Maximum Marks : 60**

Instruction to Candidates:

1) Section - A consist of 6 questions carrying 5 marks each. Students have to attempt any four.
2) Section - B consists of four Subsections. Each Subsection consist of Two Questions students have to attempt one question from each subsection. Each question carries 8 marks.
3) Section - C consist of One case study carrying 8 marks.

SECTION -A

Q1) Environment scanning

Q2) Political environment

Q3) Fiscal policy

Q4) Cross-cultural Business Environment

Q5) Consumer movement

Q6) Dumping and Anti-Dumping measure

SECTION - B

Sub Section -I

Q7) Clearly bring out the meaning of Business Environment and discuss in detail the need for study and scanning of the name by an industrial concern?

OR

What do you mean by political environment and what are its important aspect which should be kept in while framing a new policy of the business concern?

Sub Section -II

Q8) Discuss economic planning and explain its importance in underdeveloped countries?

OR

Explain the various advantages and shortcomings of fiscal policy in India?

Sub Section -III

Q9) Explain the meaning of social responsibility of business. Discuss the responsibility of business towards different segments of society?

OR

What do you understand by a natural environment. What is the need for National Policy on the natural environment?

Sub Section -IV

Q10) How an organization effectively examines the technological environment and what type of technological policy should be framed by the organization to keep the growth pace consistently?

OR

Critically evaluate the emergence of globalization. What suggestions would you give for reforms in the foreign direct investment policy of India?

SECTION-C

DOMESTIC ECONOMY

Q11) The Board of India Today Economists held a meeting at the Imperial Hotel in New Delhi on July 26, 2003. The Board got straight to the main issue: Estimating growth in India's gross domestic product for the year underway. And if there was unianimity among the panelists, it was on the certainty that things were better than last year, when India registered a dismal 4.3% GDP growth. A debate was fostered on economic issues vital to the economy. What was the way out? The Board's suggestions,though diverse, had a common theme-reforms. Different views were given in this regard as follows:

a) A couple of disinvestments to the magnitude of Hindustan Petroleum Corporation limited (as opposed to say, Modern Foods) could well bring back the "feel good factor in the economy and hence greater investments."
b) Labour reforms and pump priming the economy were critical to getting the Indian economy back in good shape. Supply side constraints in the economy also needed to be dealt with.

c) Putting a cap on banks' holding of government securities could go a long way towards correcting the economy's imbalances. Banks were sitting on piles of cash and would be forced to lend to ambitious new entrepreneurs and fresh faced startups if they could not buy gilt- which in turn could send a ripple of economic enthusiasm through the economy.

d) The best way out is to bring down India's still high tariffs (at least to the level of competing nations) to spur the import of machinery at competitive costs which in turn would encourage the setting up of new projects especially to take emerging export opportunities. The global apparel market, for example, was soon to emerge as a huge opportunity for Indian businesses.

QUESTIONS

i) Which, in your opinion is the best suggestion ?

ii) What other suggestions can be made for the further development of Indian economy?

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