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Total No. of Pages: 02
Total No. of Questions: 10

MBA IB (Sem.-2ND)
BUSINESS ENVIRONMENT
Subject Code: MBA-201
Paper ID: [C0246]

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATE:

1. Section A contains 6 questions and students are to be answered any four (4).
2. Section B contains 8 questions and students are to be answered any four (4).
3. Section C contains one case study carrying (8) Marks compulsory.

Section-A

- Q.1.** Write a short answer on following: **(4x5=20)**
- (a) Business Environment
 - (b) Monetary policy
 - (c) FEMA
 - (d) Business Ethics
 - (e) Green Management
 - (f) WTO

Section-B
Unit I

- Q.2** “ Firms which systematically analyze and diagnose the environment are more effective than those which don’t Elucidate?”
- Q.3** Examine the nature of Political environment of a business. What are the different types of political institution?

Unit II

- Q.4** Critically evaluate fiscal policy of India. What suggestions would you give for reforms in fiscal policy of India?
- Q.5** Analyze the EXIM policy 2008-2013. Evaluate the New Policy

Unit III

- Q.6** Explain the role of the public sector in India and also discuss the Disinvestment and Privatization policy of Indian country?
- Q.7** What are your arguments against and in favour of social responsibility. Critically examine?

Unit IV

- Q.8** Discuss the need for foreign investment. What are different kinds of foreign capital?
- Q.9** What is the WTO. Discuss its objectives, scope and nature of agreements under it?

(4x8=32)

SECTION-C (Compulsory) STYLE IN STEEL

Q.10

(8)

In India, steel is now officially a fashion statement and one company from Delhi's Wazirpur Industrial Area can stake claim to some of the credit for bringing an emerging western fashion trend to India. Magsons is the name of the company and it started life as just another steel sheet fabricator in the dingy bylanes of the borough. Then on a visit to Germany, the youngest of the Gupta brothers who run Magsons Amit Gupta visited the Ambiente Exhibition.. Amit knew a good thing when he saw it and realised that the company could achieve great deal more through the design route. Today Magsons' range of saladbowls, ice buckets, candle stands, tape dispensers, cocktail shakers and serving spoons are all the rage. Most of these have been designed by Rahul Jain, an accessories designer from NIFT who stumbled into the wonders that be wrought with steel on a visit to Magsons' production facility. The results were almost instantaneous---export orders soared. Today 90% of Magsons' Rs. 50 crore revenues come from exports. In 2002 convinced that there was a domestic market for its products, Magsons' went in for an India launch. At the time, it boasted a range of 14 products, today ,the number is over 150. The company adds around 100 designs every six months. There is more than just the fashion factor involved here. It takes between six and eight months for a competitor to clone a Magsons product, by the time the imitations hit the market, the company is on to the next thing.

QUESTIONS:-

- (i) Do you think, every enterprise can work on the lines of Magsons?
- (ii) Evaluate the growth strategy followed by the company.

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