

Roll No.

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Total No. of Pages : 03

Total No. of Questions : 15

MBA / MBA(IB) (2012 & onward) (Sem.-2)

BUSINESS ENVIRONMENT

Subject Code : MBA-201

Paper ID : [C0246]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

Write briefly :

- 1) Environmental scanning techniques.
- 2) Objectives of monetary policy in India.
- 3) Green Management.
- 4) FEMA.
- 5) Export Processing Zone.
- 6) Disinvestment in India.

SECTION-B

UNIT-I

- 7) How does political environment influence the business policy of an organization?
- 8) What is business environment? Give examples of the ways in which the external environment affects business decisions and behavior, and the ways in which businesses may influence their environments.

UNIT-II

- 9) Discuss the recent fiscal policy announced by the Government of India .
- 10) Write a brief note on Right to Information Act, 2005.

UNIT-III

- 11) Critically analyse the issue of privatization in India.
- 12) What are your arguments against corporate social responsibility?

UNIT-IV

- 13) Write brief note on the problems in Technology Transfer.
- 14) Write a brief note on the benefits and problems from Multinational Corporations.

SECTION-C

- 15) Answer the questions following the paragraph titled- 'Supermarkets-a personal journey through techno – time!'

Technological change is at the heart of the revolution in the way we shop. As a young boy in the 1960's I remember the walk along my local high street. On the corner was the Post Office where I would go to spend my 'Saturday sixpence'. Next door was the sweet shop with the goods displayed in glass counters or in the stacked large glass bottles behind Mrs. Edwards, the old lady who owned the shop? Along the road were the following: the hardware or the Chandler's shop, the butcher, the baker (but no candlestick maker), the chemist, the fish and chip shop, the fruit and vegetable shop, an off-license, a flower shop, the news agent, three small banks, and the grocer. This last small shop was full of produce and the servers used a movable ladder to propel themselves up and along the shelves of drawers to obtain the produce that you pointed out. These would then be weighed and packed in brown paper bags for the (mostly female shoppers) to put into their shopping bags or to place the trays under very large perambulators (or prams) which were left outside the shops. On the other side of the not so busy main road were two petrol stations. Shopping was a daily occurrence for most families as many households did not have refrigerators and in any case shopping was a way of socializing with shopkeeper and shoppers alike all of whom knew other's names.

All these shops have now gone to be replaced by estate agents, saunas, coffee shops and restaurants. The petrol stations have now gone, but the subject of a contested planning application for McDonalds and the other is now and certainly no prams outside shops! The main road is now a constant stream of noisy traffic.

Supermarkets have transformed not only the high street where I was born but the whole face of many localities and this has been made possible by the rapidly changing technology at all parts of the food production chain. Agriculture is now a highly technical activity with the application of scientific techniques, pesticides and fertilizer, and machinery. Food distribution has been transformed by road transport and international transportation changes mean that food can be conveyed across the globe. The nature of the food we eat has been altered beyond all recognition with food processing and food technology driving a reduction in food costs and new product development seeking even more fanciful ways of producing products to tempt us. Supermarkets enable vast economies of scale to be produced and the new technologies in-store such as bar coding and electronic point of sale has seemingly turned the whole process of shopping into a more efficient process.

The next supermarket innovation lies now in the rapid development of on-line retailing with predictions that total online sales will double by 2014 to £ 7.2 billion compared to the 2009 figure.

Questions :

- a) What have been the key changes in political, social, and economic environment that have encouraged the growth of supermarkets?
- b) What are the possible advantages and disadvantages of supermarket shopping? Answer about this in relation to the suppliers, the government, the environment, and the nature of community life.