Roll No. ☐☐☐☐☐☐☐☐☐☐☐☐ **Total No. of Pages : 02**

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. **SECTIONS-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

1. What is the importance of study of business environment?
2. What are the Directive Principles of State Policy?
3. What is the rationale behind industrial licensing?
4. What is Green Management?
5. What is Cash Reserve Ratio?
6. What are TRIMs?

SECTION-B

UNIT-I

7. Discuss the complexity and diversity of Business Environment in modern times.
8. Discuss the extent and rational of state intervention in business.

UNIT-II

9. Explain the salient features of various economic systems.
10. Who is a Consumer? What are consumer rights and responsibilities?

UNIT-III

11. Differentiate between corporate accountability and corporate social responsibility. What are the emerging perspectives for corporate social responsibility?

12. What are business ethics? Explain guidelines for managing workplace ethics.

UNIT-IV

13. Discuss the determinants of foreign investment.

14. What are Special Economic Zones? Discuss the facilities provided to Special Economic Zones in India.

SECTION-C

15. Case Study :

Softcore Consultancy Services is in the IT sector. It is currently facing a shortage of skilled man-power and is fuelling a hike in the employee salaries, which has been boosting a 10 per cent to 40 per cent growth during the last couple of years. While there is an abundance of trainable human resource, 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 jobs 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 per cent when they join a new establishment. 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 an 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 a 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. Then 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 salaries in the IT sector.

Questions :

1. What are the problems that the Softcore is facing? Suggest some remedies for the same.

2. Do you support globalization?