

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages: 02

Total No. of Questions: 10

Master of Business Administration (IB) (Sem. – 1)
BUSINESS ENVIRONMENT AND INDIAN ECONOMY

Subject Code: MBA-105-18

M Code: 75406

Date of Examination : 23-01-23

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student have to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY, consists of a Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on:

- a) Directive Principles
- b) Monetary and Fiscal Policy
- c) FEMA
- d) Consumerism
- e) Intellectual Property Rights
- f) EOU and SEZ
- g) Unorganized Sector
- h) Social Inclusion

SECTION-B

UNIT-I

2. What is business environment? Discuss micro and macro environment with examples.
3. Explain the aspects of economic reforms and their effects on business and emerging economies.

UNIT-II

4. Write a detailed note on ecological environment with suitable examples.
5. Discuss the objectives of public sector in India. Explain the problems and constraints in detail.

UNIT-III

6. Define MNC's. Discuss the benefits and problems from MNC's.
7. What is rural-urban migration? Discuss the issues related to urbanization in detail.

UNIT-IV

8. What are central and state government's policies for unemployment? Briefly discuss the policy implications.
9. Discuss the concept of economic policy and infrastructure development with reference to energy and transport in detail.

SECTION-C

10. Case Study

After completing her MBA, Vidya took up a job with a multinational company named Fortis. The company paid good salaries and perks to its employees. The wages were within the paying capacity of the company that provided the employees with a reasonable standard of living. The company also had a good work-culture and the behaviour of superiors was very good towards their subordinates. Vidya was very happy in this organisation but due to long working hours, she did not have time to cook her meals. She had to depend upon outside food which was deteriorating her health.

She observed that this problem was faced by many of her colleagues, not only in her company but also in many other companies. This was because of increase in the number of working women and non-availability of hygienic home-cooked food. She identified this as a great opportunity and decided to give up her job to supply packaged home-cooked food to office-goers at a reasonable price. At the end of the day, she also distributed the leftover food to the nearby night-shelters.

Questions:

- a) State the dimension of business environment being discussed above.
- b) State the principle of management being followed by Fortis.
- c) Identify any two values being communicated by the company to society in above case.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.