

Printed Pages: 4

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NMBA014/MBTM014

(Following Paper ID and Roll No. to be filled in your
Answer Book)

Paper ID : 270104

Roll No.

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MBA

(SEM. I) THEORY EXAMINATION, 2015-16

BUSINESS ENVIRONMENT

[Time:3 hours]

[Maximum Marks:100]

Note : The Question Paper contain three Sections.

SECTION-A

1. Attempt **all** question of the following : (2×10=20)
 - (a) "Business Environment plays a key role in the functioning of an organization". Discuss the features of Business Environment.
 - (b) 'Money policy plays a key role in controlling inflation'. Describe the basic objectives of monetary policy in India.
 - (c) Explain the difference between MODVAT and CENVAT.
 - (d) Explain briefly any two functions of RBI in India.

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- (e) What do you understand by the term Economic Policies?
- (f) "Industry plays an important role in economic development of a country". Discuss the role of Industry for economic development.
- (g) What according to you could be the ways of measuring Poverty in India?
- (h) Explain briefly the concept of Transnational Corporations.
- (i) Briefly highlight the theme of FERA and FEMA.
- (j) Explain the concept of "Mixed Economy".

SECTION-B

Attempt **any five** of the following : (10×5=50)

- 2. Briefly explain the meaning and importance of business environment. Also discuss the types of Business Environment.
- 3. Briefly discuss the key features of competition act 2002. Also explain the objectives.
- 4. What do you mean by Fiscal Policy? Explain its objectives in a developing country (India).

5. What is World Trade Organisation? Explain its objectives and functions. Write the difference between GATT and WTO.
6. "Poverty elevation and development of human is key factor of Business environment in India" Explain.
7. Do you think that social responsibility conflicts with economic objectives of a business? How can social responsibility be used as a tool to achieve business goals?
8. Why do you think is globalization important for economy? What are the pros and cons of globalization?
9. Explain briefly the recent developments in Indian Economy that have greatly influenced the working of business units in India.

SECTION-C

(15×2=30)

Read the following case and answer the following questions given at the end of the case:

India Leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual corner and a german company

Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after the decisions by global retail chains Gap, Marks and L. Spencer, Liz claiborne and J.Crew not to buy Indian Leather goods. This development has a lot to do with the lobbying by the US based animal rights group people for ethical treatment of animals(PETA) for a ban on leather goods from India by documenting evidence of "Cruelty to animals" Killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian Outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai based Teja Industries, the official supplier for leather goods for Marks and Spencer in India, started outsourcing leather from other countries to manufacture products for the global chain.

11. In the light of the above discuss the implications of social activist groups for business.
12. With reference to this case, discuss the failure of the governments, council for leather exports and the leather industry and the lessons of this case.
13. What should the governments, council for leather exports and the leather industry do to overcome the problem?

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