

Printed Pages—3

MB118

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

PAPER ID : 1171 Roll No.

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MBA

(SEM. I) ODD SEMESTER THEORY EXAMINATION 2013-14

ENVIRONMENT & MANAGEMENT

Time : 3 Hours

Total Marks : 70

Note :— Attempt questions from each Section as per instructions.

SECTION—A

Attempt **all** parts of this question in **50-75** words. Each part carries **2** marks. (2×7=14)

1. (a) What does the term 'business' mean ?
- (b) Define macro and micro environment.
- (c) What do you understand by the 'Liberalization' ?
- (d) What do you understand by promotional roles of government ?
- (e) Define demographic dividend.
- (f) Define the term 'innovation'.
- (g) Define appropriate technology.

SECTION—B

Attempt any **THREE** question parts in **100-200** words. Each part carries **7** marks :— (7×3=21)

2. (a) What is business environment ? Explain the different factors and forces of business environment.

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- (b) Explain the competitive structure of industries with examples.
- (c) Distinguish between monetary and fiscal policy and describe the problems of monetary and fiscal policy.
- (d) What are the salient features of Indian society and describe the class and caste structure of Indian Society ?
- (e) How the business participates in the social and cultural affairs ? Explain with examples.

SECTION—C

Attempt all questions in **300-500** words. Each question carries
7 marks :— (7×5=35)

3. What are the various dimensions of business environment that affect the business processes ? Discuss.

OR

What are the factors affecting the monetary policy ? What role does RBI play in formulating monetary policy ? Explain.

4. "Liberalization is important for furthering the growth of a developing country." Do you agree ? Give reasons.

OR

What do you understand by Technology Transfer ? Do you agree with the view that developing countries receive obsolete technology from developed countries ? Justify your answer with suitable examples.

5. Write in detail about 1991 economic reforms and explain their impact on Indian economy.

OR

Discuss the impact of (a) Legislature, (b) Executive and (c) Judiciary on business.

6. How does the size and growth rate of population of India affect the business organizations ?

OR

Explain the salient features of technological environment in India.

7. Write short notes on any **TWO** of the following :—

- (i) EMS standard
- (ii) ISO 1400
- (iii) Economic roles of the government
- (iv) Strategic management.