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MBA021

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

PAPER ID : 270208

Roll No. ☐☐☐☐☐☐☐☐☐

M. B. A.

(SEM. II) THEORY EXAMINATION, 2014-15
BUSINESS ENVIRONMENT

Time : **3** Hours]   [Total Marks : **100**

SECTION A

1   Answer any four questions :   **5×4=20**

(a)   Importance of Stock Exchange in the era of liberalization.

(b)   Discuss the promotional role of government towards the business.

(c)   Explain the concept of fiscal policy.

(d)   Define Globalization.

(e)   Write a short note on MNC in India.

(f)   What is business environment? Explain the economic environment of business.

SECTION B

2 Case Study : 30

Indian 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 Badeer to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision 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 Indian by documenting evidence of "cruelty to animals" killed for making leather. It has been reported that the overseas firm 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 of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions :

(a)   In the light of the above, discuss the implications of social activist groups for business.

(b)   With reference to this case, discuss the failure to the governments, Council for Leather Exports and the leather industry and the lessons of this case.

(c)   What should the governments, Council for Leather Exports and the leather industry do to overcome the problem?

SECTION–C

Note :   Answer the following questions in not   **10×5=50**
more than 500 words :

3   What do you understand by environment scanning? Also explain objectives of environment scanning.

OR

"Major Economic policy decisions are often political decisions". Explain how.

4   Explain the Consumers Protection Act, 1986 with their latest updations.

OR

Discuss the salient features of FEMA along with their importance.

5   Analyze why MRTP is obsolete in the present situation.

<div align="center">**OR**</div>

In today's dynamic world it is only technology which can give strategic advantage. Discuss.

6   Explain benefits and drawbacks of E-Banking in India.

<div align="center">**OR**</div>

How far has the India's new economic policy succeeded in fulfilling its main objectives? Elucidate.

7   Write short notes on any two of the following :

(a)   Consumer Protection Act

(b)   Stock Exchange BSE-NSE

(c)   Financial Sector Reforms

(d)   EXIM Policy.

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