AS–756

M.B.A. Semester–II Examination

BUSINESS ENVIRONMENT

Paper – MBA/201

Time : Three Hours] [Maximum Marks : 70

N.B. :– (1) **All** questions are compulsory.

(2) Figures to the right indicate marks.

SECTION–A

1. (a) Discuss in detail the concept, meaning, nature, characteristic and types of business. 14

OR

(b) What do you mean by Economy–Industry–Company (org) Interface ? Discuss in detail the Economy-Industry and Industry- Org (company) and overall interface. 14

SECTION–B

2. (a) Discuss in brief the types of business environments. 7

(b) Justify the environmental forces which are predominant for following products/services :

(i) Smart-phone

(ii) Trendy footwear

(iii) A restaurant in rural area of Maharashtra. 7

OR

(c) Discuss the concept of external and internal environments in brief. 7

(d) A marketing head of a confectionery company wants to add a new line of products to its existing biscuits..... The CEO of the company Mr. Bhushan asks the marketing head, whether the production technology is required to be installed separately ? Whether the marketing/sales people are to be given the needed training ?

Question : What do you think, the CEO wants to ascertain ? Is it the capabilities about the company to go for the new product line ? Justify your answer. 7

3. (a) Why foreign direct investment is important to a country ? Discuss in brief its features for India. 7

(b) Mr. Amal, the factory manager at XYZ unit of a company resigned from the job. He resigned due to the fact that he wanted to have a treatment plant for the company sewage/waste but the company rejected it and continued to direct the waste to the nearby river. Do you justify the decision of Mr. Amal ? 7

OR

(c) To increase and improve the trade within the country and outside..... various economic zones are created by various Govt. all over the world. Discuss it in brief. 7

(d) The Indian Govt. has given green signal to the multi-fiber foreign direct investment. Due to the immediate result of this the Indian brands in the various malls and super markets were reduced considerably ? Do you think the govt should have provided some protectionary measures to Indian companies before implementing its decision ? Now what do you think the Indian companies should do ? 7

SECTION–C

4. (a) 24 years have passed for India to have signed the WTO agreements. Comment on the following areas having the effect of LPG.
   (i) Agriculture sector
   (ii) Indigenous business (Indian companies doing business).
   (iii) Education. 7

   (b) What do you mean by regional trading blocks ? Discuss some important regional blocks in brief. 7

OR

   (c) What do you mean by 'Disinvestment' ? Why does the govt use this option ? 7

   (d) India is facing the problems of dumping of foreign goods, especially from China. What measures you can suggest against it ? 7

SECTION–D

5. India is a vast country. It is one the best countries for the tourism. There are various geographical, cultural, social differences, what you can say diversity.

The tourism in India is having huge opportunities, various state govt and central govts are trying to encash the opportunities in the area of Tourism and Hospitality sector.

Even though there is diversity, but the Indian mentality is same all over India. Indians treat the visitors as 'Atithi'– Atithi means when it will comes, one never know and the atithi are treated like god, traditionally. India is known for treating the tourists world over.

Now-a-days the traditional view has been fast replaced by the commercial view. The Hospitality, Travelling and allied industry is fast changing. It is seeing tourists as the opportunity for exploitation. Selling over and above the prices, over-charging, hidden costs etc. are common examples. On top of it the foreigners/tourists are treated badly. We can see that awareness campaigns on T.V. regarding it.

The approach of the Indian business firm as well as the society will have direct impact on the business opportunities......

The crime against the tourists are on the rise.

(i) As a policy maker, what policy measures you will take in the situation ? Justify your answer. 5

(ii) As an industrialist/businessman what can you do to improve the scenario as the social responsibility ? 6

(iii) Comment on the case above. 3