

Subjt Code: R16MBA105**MBA - I Semester Regular and Supplementary Examinations, D-2018.**
BUSINESS ENVIRONMENT**Time: 3 hours****Max Marks: 60**Question Paper Consists of **Part-A** and **Part-B**Answering the question in **Part-A** is Compulsory

Four Questions should be answered from Part-B, each question carry equal marks of 12.

PART-A (CASE STUDY)**1 X 12 = 12**

1.

Basmati is an aromatic rice growth in Northern India and Pakistan.

In September 1997, Rice T, a small food technology company based in Texas, United States, was granted a patent by the US patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that basmati is unique aromatic rice grown in Northern India, and not a name Rice T could claim. In fact, only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice T had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice T managed to evolve three new varieties of rice for which it got a patent from the United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice T the basmati brand. Rather, it provides it a patent for superior three strains of basmati developed by crossbreeding a Pakistani basmati with a semi-dwarf American variety.

According to the WTO Agreement, geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunate thing is that Government of India has not taken timely steps for protecting our geographical indications and biodiversity. Although a Geographical Indication of Goods Bill was introduced in Indian Parliament in 1999, even at the end of 2001 it had not become an act.

Questions:

1. Can any of the following, viz., turmeric, neem and the name basmati be patented? Substantiate your answer.
2. Evaluate the role played by Government of India in preventing the misuse of the name basmati.

PART-B

4X 12 = 48

2. (a) What are the different types of environment in which every business operates?
(b) Explain the regulatory and promotional framework for industries
3. Explain the objectives and implications of 1991 industrial policy?
4. Analyze the various causes for disequilibrium in the balance of payments position in the Indian economy?
5. Discuss the impact of economic reforms for the growth of Indian economy?
6. Describe the various agreements in Uruguay round?
7. Elucidate the disinvestment mechanism and how it benefited to India?

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