

Code: 14E00102

MBA I Semester Supplementary Examinations June/July 2018

BUSINESS ENVIRONMENT

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 “Firms which systematically analyze and diagnose the environment are more effective than those which don’t.” Elucidate.

OR

- 2 Bring out the challenges of globalization.

- 3 Bring out the nature and operations of money market.

OR

- 4 What are credit control measures of the RBI? Explain each in brief.

- 5 Describe the impact of New Economic Policy on BOP.

OR

- 6 Write a detailed note on bilateral and multilateral trade agreements.

- 7 Explain the role and functions of WTO in promoting world trade.

OR

- 8 Describe about Dumping and Anti-dumping measures in the settlement of disputes.

- 9 How consumer protection act is useful to the society? Explain.

OR

- 10 Explain the role of SICA 1985 in establishing legal framework.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case Study:

Ashwin kumar is the owner/manager of Auto max. A small unit located in Peenya Industrial Estate, Bangalore. Auto max specializes in the manufacture of auto parts. The unit executes orders received from a leading auto parts manufacturers in India.

Ashwin is a contented man. He has a turnover of Rs 5 crores and has a head count of 25. He has no worries about orders, no problem of working capital, no fear of technological obsolescence and no hassles from any source. Ashwin is no flamboyant businessman, no member of any professional body and lobbyist for any favour. His employees are with him all the time and his customer standby him through and through.

Of late, Ashwin started becoming ambitious. He has seen and read about how Indian businessman is growing big and how their business is expanding. He is amazed at how some Indian companies are acquiring foreign firms. He has also come to know that there is a lot of money in overseas markets. Why not he too tries his luck in foreign markets? His people at home are supportive of his ambition.

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Ashwin hails from a small village and was born into an agricultural family. After graduating from a nearby school, he came to Bangalore in 1963 in search of education and livelihood. He earned both. He is no descendent of business forebears. He does not have a professional degree to his credit. In fact, Ashwin is the first generation entrepreneur.

But Ashwin is gifted with rare attributes. He is a workaholic, sincere, caring, and honest and is an embodiment of patience. What Ashwin is today is purely because of its unique traits. Ashwin is not sure of the following:

Questions:

- (a) Which route of globalization he should choose?
- (b) What should he do with the contract manufacturing for an Indian customer?
- (c) Appoint professionals to manage business or continue with the present setup? Advice him.

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