



PG – 853

**I Semester M.B.A. Degree Examination, January/February 2015
(2014-15 (CBCS) & onwards)**

MANAGEMENT

Paper –1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks.

Answer to **each** question should **not** exceed **250** words.

(5×5=25)

1. Write a brief note on different types of Enterprises.
2. Explain Manorial and Feudal system.
3. Write a brief note on putting out system with its merits and demerits.
4. Discuss the role of Bagedari sector in Indian Business.
5. Write a note on changing economic policy in India.
6. Explain the CSR provisions of Companies Act, 2013.
7. Write a note on : i) consumer durables ii) contract farming.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **ten** marks.

Answer to **each** question should **not** exceed **500** words.

(3×10=30)

8. Explain the role and importance of agricultural sector to the development of Indian economy.
9. Discuss the internal and external factors influencing Business.
10. Explain the problems and challenges faced by family business in India.
11. What are business growth barriers ? Explain with suitable examples.

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SECTION – C

12. Case Study (Compulsory).

(1×15=15)

Adam Werbach had been an environmental activist since his school days. He ran the Sierra student coalition, and by 1996 was president of the Sierra Club. He also had a place on Greenpeace's international board. But in 2004 he alienated many environmentalists when he announced the 'death of environmentalism'. Having witnessed the aftermath of Hurricane Katrina in New Orleans USA, he concluded that major companies rather than governments or NGOs held the capacity to deal with the biggest problems.

Werbach's Act Now consultancy began to work with Walmart. He saw the long-term nemesis of the environmental movement as an ideal conduit for reaching the average American, and designed a programme to encourage every employee to make a change that would benefit themselves and wider society. Act Now was acquired by advertising firm Saatchi and Saatchi, and under the label Saatchi and Saatchi S has worked with companies such as McDonald's, Johnson and Johnson, and General Mills to foster intrapreneurship amongst workers.

Questions :

1. Discuss the relation between NGOs and business organizations.
2. Is Werbach an example of intrapreneurship.
3. Do you agree with Werbach that companies have greater role in environmental management ? Elaborate.