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I Semester M.B.A. Examination, February 2019
(CBCS Scheme)
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 **5** marks.

(5×5=25)

1. Explain the various pillars of Economic development in current scenario.
2. What do you understand by Business ? Explain its role and importance of business.
3. Define industrialization. Write its causes and consequences of industrialization.
4. Write a short note on Economic reforms.
5. What do you mean by export oriented companies ? Write its importance and its role.
6. Describe the meaning of crisis. Explain the various stages that are involved in crisis.
7. Define NGO's. Explain the characteristics and role of NGO's.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks.

(3×10=30)

8. Explain the recent trends and future scenario of agriculture, Industry and service sectors in an Indian economy with a suitable example.
9. Briefly explain about internal and external influences of business and industry.

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10. Write a Glimpse of economic activity in ancient times.

11. Describe the following terms :

- a) Nature of crisis
- b) Types of crisis
- c) Strategies for managing crisis.

SECTION – C**Compulsory (Case Study).****(1×15=15)**

12. In 2009, Maclaren issued a recall for every stroller it had sold in the US for a decade, which was around 1 million units. The strollers were recalled so that a cover could be mounted to stop amputation of a baby's fingers, which ought to show up if the toddler were to be in the stroller in the incorrect spot. As a luxury brand, this incident proved to be detrimental even though it was a case of misuse of the product and not a manufacturing defect. Experts are of the view that Maclaren did take the correct step in the aftermath of the recall, asking for a fast track recall from the Consumer Product Safety Commission and soon as it started spreading through the press, saving face and in addition embracing a mission of toddler safety.

Questions :

- a) Explain the business dimensions and growth of Maclaren.
- b) Is it a correct step that was taken by Maclaren to protect baby's ? Explain.