

[May-17]

[MPDBA-104A/MPDHR-104A]
MBA(GEN & HRM) Degree Examination

I SEMESTER

INDIAN BUSINESS ENVIRONMENT

(Effective from the admitted batch 2015-16)

Time: 3 Hours

Max.Marks: 70

Instructions: All parts of the unit must be answered in one place only.
Figures in the right hand margin indicate marks allotted.

SECTION-A

1. Answer any **Five** of the following: (5x2=10)
- a) Components of business environment
 - b) Patents and trade marks
 - c) Components of balance of payments (BOP)
 - d) Foreign exchange market
 - e) Instruments of monetary policy
 - f) Functions of WTO
 - g) Define debt market
 - h) Functions of World Bank?

SECTION-B

Answer all questions: (5x9=45)

2. a) What are the political factors affecting business environment in India? What is the impact of political environment of Indian economy?

OR

- b) Briefly explain important factors of micro environment of business? How controllable is the India's micro business environment?
3. a) What are the provisions of the Competition Act relating to anti-competitive agreements and abuse of dominant position? Give any three examples of abuse of dominant position in Indian Industry.

OR

- b) Briefly explain the concept of industrial policy in India? What are the objectives of India's industrial policy 1991? What are main measures adopted in industrial policy 1991?
4. a) What are the causes of disequilibrium in the balance of payments? What are cost effective methods of correcting disequilibrium in balance of payments in India?

OR

- b) What is social justice? Briefly explain the inter-relationship between economic reforms and social justice? Trace out the impact of economic reforms on social transformation in India.
5. a) Critically evaluates the functioning of planning commission in India? Why was the planning commission replaced by NITI Aayog in India? Justify your answer.

OR

- b) What are the objectives of fiscal policy in India? What are the fiscal reforms in India since 1991?
6. a) What are the objectives of India's recent EXIM policy (2015-2020). Briefly explain its export promotion measures.

OR

- b) Briefly explain the functions and objectives of International monetary fund (IMF). Explain the three major roles played by IMF in the global monetary system?

SECTION-C

7. Case Study (Compulsory):

15

The Japanese are observed with cleanliness. Young people in Tokyo, wash their hair almost every day. Because of fear of germs, marketers sell pens that dispense antiseptics and bicycles with handle grips fixed resists germs. Cash is favored form of wedding gift. Any self respecting Japanese will give only virgin money at a wedding. In case that a person does not have time to get to the bank (before it closes), the second best thing is the clean ATMs. There ATMs sanitize and press bills/currencies before disbursing them to

customer. Money deposited in these machines is fed through a roller, heated to 392 degree and cleaned of 95% of certain staphylococcus bacteria.

In Japan the ideogeam for the number 4 (four) can also be read as death. Therefore consumer goods shipped to Japan in packages of four have experienced limited sales. On the other hand 3 and 5 are considered luckier. Japanese ladies are not comfortable with the word diet and do not admit that they are dieting by drinking something.

- i) Assume you own a company at Japan. How the above information affect your business?
- ii) If your company is producing Bicycles both in India and Japan what adjustments you have to do at Japan market in your business strategies?
- iii) Discuss the impact of environmental issues on business based on the facts of the case.

[26,27/I S/217]