

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270208

Roll No.

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MBA

(SEM. II) THEORY EXAMINATION 2013-14

BUSINESS ENVIRONMENT

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*Time : 3 Hours**Total Marks : 100***Note :** (1) Question paper contains **three** Parts.

(2) All questions are compulsory.

PART-11. Answer any **four** of the following in about 250 words.**(5×4=20)**

- (a) Discuss the significance of MNC s in a country like India.
- (b) Difference between micro and macro environment.
- (c) 'Capitalism cannot survive without war'. Comment.
- (d) How does international environment effect the domestic environment ?
- (e) Discuss the role of RBI in Indian economy.
- (f) Discuss Corporate Social Responsibility (CSR) with the help of suitable example.

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PART-2**(10×3=30)**

2. Polyesters , B.K.Birla Group Company, manufactures polyesters partially oriented yarn (POY), polyester chips and nylon tyre yarn (NTCF). The production of century polyesters takes place mainly at Pune, Mahad and Bharuch in India. Margins were under high pressure due to volatility in raw material prices and competition from low priced imports.

Profits margins in century polyester operation can be improved with the reduction in excise duty and stable raw material prices. But profit margins in NTCF were affected because of increase in Caprolactom prices, low priced Chinese imports and appreciation of the rupee. However Century's special interest in nylon textile yarn could increase its market share.

To cope with the increasing competition, the company is trying its level best to increase its operational efficiencies, value addition and product mix. They are focusing on energy conservation and modernization. To increase its generative capacity, the company has installed 2 diesel generation sets of 6 MW each at Pune. The NTCF capacity expansion of about 7500 tones per annum is on the verge of completion. Earlier, most of the NTCF demand was met by Chinese imports due to less production rate in India. Estimated investment for all these schemes is about Rs 280 crore.

Questions:

- (1) What were the major problems, century polyesters had to overcome ?
- (2) Why did they go for capacity expansion of NTCF ?
- (3) What lesson you have learnt from above mentioned case study ?

PART-3 (12.5×4=50)

3. Compare and contrast capitalist economy with socialist economy.

OR

Many businesses neglect environment scanning . Discuss the implications of not scanning the environment regularly.

4. What do you understand by Consumer Protection Council ? Discussion the constituents and objectives of Central Consumer Protection Council and State Consumer Protection Council.

OR

Discuss the objective, scope and importance of MRTP Act.

5. What are the objectives of the Fiscal policy in India? Also examine critically, the functioning of fiscal system in India.

OR

What are stock exchanges ? What functions are performed by stock exchanges ?

6. Elucidate the advantages and disadvantages of globalization of the Indian Economy

OR

Bring out the salient features of India's FDI policy. Explain whether the policy has been able to serve the basic purpose of attracting FDI in India ?