

MODEL QUESTION PAPER

MPDBA 104 - INDIAN BUSINESS ENVIRONMENT

SECTION - A

Answer any FIVE of the following.

5 x 2 = 10

- a) Define 'Business Environment'.
- b) What is meant by external factors ?
- c) What is economic planning ?
- d) Define privatisation.
- e) Define Industrial Policy ?
- f) Explain briefly the objectives of Public Sector Enterprises.
- g) What is meant by Industrial Sickness ?
- h) Define balance of payments.

SECTION - B

Answer ALL questions.

5 x 9 = 45

2. a) Explain different factors of environment and its influences on business.
Or
b) Organisations which systematically analyse and diagnose the environment are more effective than those which don't. Discuss.
3. a) Mention the reasons for poor performance of Public Sector Enterprises.
Or
b) Bring out the problems faced and remedial measures available for small units.
4. a) Define Industrial Policy ? What are its objectives ? Explain.
Or
b) Briefly explain salient features of 11th five year plan.
5. a) What do you understand by balance of payments ? Explain India's balance of payments position in the post-reform period.
Or
b) Bring out the role of foreign trade in a country's economic development.
6. a) Explain the reform package in India and assess their impact.
Or
b) What is new economic policy ? Discuss its pro's and con's.

SECTION - C

7. Case analysis.

1 x 15 = 15

Indian leather exports, an important foreign exchange earner for the country has been reported hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner, and a German company Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks & L. Spencer, Liz Claiborne and J. Crew not to buy Indian leather goods. This development has a lot to do with the lobbying by the US-based animal rights group People for Ethical Treatment of Animals (PETA) for a ban on leather goods from India by documenting evidence of "cruelty to animals" killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks & Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions

1. In the light of the above, discuss the implications of social activist groups for business.
2. With reference to this case, discuss the failure of the government's, Council for Leather Exports and the leather industry and the lessons of this case.
3. What should the government's, Council for Leather Exports and the leather industry do to overcome the problem ?