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61306

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.

Semester M.B.A. Degree Examination, January/February 2018  
 (CBCS) (2014 – 2015 and Onwards)  
**MANAGEMENT**  
 Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer any five of the following. Each question carries five marks. (5×5=25)

1. Explain the interaction and linkages with government and business in India.
2. Discuss the entrepreneurship culture in India.
3. Explain the growth of Indian Business during Swadeshi Movement.
4. Write a note on :
  - a) Growth of financial services in India.
  - b) Trends in horticulture sector.
5. Explain the consequences of crisis management with examples.
6. Discuss the role of different NGO's in the growth of Indian Economy.
7. Explain the characteristics of putting- out system.

**SECTION – B**

Answer any three of the following questions. Each question carries ten marks. (3×10=30)

8. Explain the recent trends and the future scenario of Indian services sector.
9. Discuss the impact of demonetisation on Indian Business and Industry.
10. Explain the Industrial Policy, 2014 and its importance to Indian Business.
11. Explain the trends and challenges of Human Resource Department during crisis and how to overcome the crisis ? Explain.

## SECTION - C

## 12 Case study (Compulsory)

(1×15=15)

## Case 1.2 : From Candle seller to CEO

Harish Gulati, 38 years old, used to sell decorative candles to the newly wed couples along the roadside in Chandigarh. He was never interested in studies and always wanted to do something of his own. Today, he is the owner of the 7-40-acre Oceanic Consultants Australia Group (OCA Group).

He tried many businesses, starting from selling candles to wholesale cloth trading to cosmetics, wholesale and teaching at Apollo Computers to running a computer centre, and has finally settled down on overseas education consultancy business. Although Gulati flunked in Class 10 and performed miserably in college, he is now a guest lecturer on entrepreneurship in leading Australian universities and inspires budding entrepreneurs. He did his diploma in electronic data processing and went to RMIT, Melbourne, in 1996 for a postgraduate course in information systems. However, destiny had something else in store for him.

"When I reached there, I realized that I had been duped. I was promised a job in Melbourne by my immigration consultant, and that would have helped me clear the loan that I took for going overseas", recalls Gulati. For the next six months, he came in touch with several students who had met the same fate. And this made him think about a fantastic business opportunity – immigration consultancy business.

Gulati came back to Chandigarh in 1998 and started Oceanic Consultants. Chandigarh had over 10 such agencies at that time, and he was discouraged by many not to enter into this business. "There was a time when I had to choose between two options – paying the rent or using that money for advertising. I chose the latter and the rent paid off".

In three years, Oceanic Consultants had opened branches in Ludhiana, Feroze, Jalandhar and Amritsar. However, the franchise model was not sustainable as quality was getting affected and people were not interested in investing money. Moreover, established players such as Study Overseas and ISP Education created a dent in whatever little marketing that Oceanic did.

Oceanic Consultants then moved in on company-owned office model. And this decision yielded results. Oceanic now has 20 offices across India and plans to take the count to 60 by 2013.

The company opened its first office abroad in Australia a decade back and an office in the United Kingdom in 2010. The company has plans to have their presence in the United States and Canada by the end of 2011.

The promoter visualized another opportunity in printing and distribution particularly for the university segments. It developed a new technology for the same in the year 2005 that enabled institutions to put up online orders of prospectus printing, postage and tracking from India to anywhere in the world. This outsourcing facility resulted in substantial savings in the range of 25 to 65 percent of their profits which just involved an investment in starting a BPO Intelligence to the tune of just A\$ 1,000. Within a period of years, BPO Intelligence became one of the leading companies in Australia with 29 of the 39 universities using its services.

The next year the company came out with another idea on software solutions for the education industry that led to the formation of Object Next Software with an investment of A\$5 million. The corporate restructuring of the company in 2007 resulted in OCA Group becoming the parent company of Oceanic Consultants, BPO Intelligence and Object next, located in Australia. These three companies have been winning Australian Business Awards every year since 2008.

In 2011, Oceanic Consultants won the Australian Business Award for best enterprise in personal services industry. Object Next had won its award for best new product, and BPO Intelligence had won the award in two categories – product value and product excellence.

The Fairfax Media Group's Business Review Weekly ranked BPO Intelligence as the 12<sup>th</sup> fastest growing company in Australia this year, up from 93<sup>rd</sup> in 2008. Today, it contributes to more than 30 to 40 per cent of the group's total revenue of A\$26 million. To make the Oceanic Consultants meaner and leaner, Gulati brought in Pricewaterhouse Coopers last year to do a performance management of the entire system, and at the same time added a virtual private network connecting all its offices across different countries.

'The demand for quality education and a global qualification is high in India. We plan to capitalize on this demand and become a global player, enabling admissions from any place to any place in the world. We're investing heavily into technology, which would allow us to hold global webinars providing virtual access to everyone', adds Naresh Gulati.

#### Questions :

- 1) What has been the secret of success of Naresh Gulati ?
- 2) What are the key traits visible in Naresh's personality that led to his success ?
- 3) Naresh had changed a number of businesses before settling down with a business. Is it advisable to keep changing businesses ?



PG – 917

I Semester M.B.A. Degree Examination, February 2017  
(CBCS)  
MANAGEMENT  
Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* the Sections.

SECTION – A

Answer **any five** of the following, **each** question carries **five** marks. (5×5=25)

1. Describe the forms of business organisations and its structure.
2. Discuss the role and importance of HRM in changing manpower requirements.
3. Explain the structure and status of MNC's in India.
4. Explain the scope of NGO's in the competitive business era.
5. Elucidate the importance of Swadeshi Movement for growth of Indian business.
6. Bring out the consequences of crisis and strategies to manage crisis in business.
7. How putting out system is helpful for Indian Business ? Explain.

SECTION – B

Answer **any three** of the following, **each** question carries **ten** marks. (3×10=30)

8. Discuss the important characteristics of Business and Industry.
9. Explain the impact of demonetisation on manufacturing industry.
10. Write a short note on the trends of the following sectors :
  - a) Auto components
  - b) Contract farming
  - c) Hospitality.
11. Discuss the economic reforms from LPG and its impact on Indian Economy.

P.T.O.



## SECTION – C

Case study (**compulsory**) :**(15x1=15)**

12. The Joffrey Ballet is a landmark Chicago non-profit performing arts organization that helped shape the landscape of American ballet. In 2016, the Joffrey was at a point of transformation after a period of financial crisis and artistic decline. It had successfully raised \$4 million for the widely anticipated new production of the *Nutcracker*. With annual revenues at around \$20 million, this production represented a significant investment and the organization needed to continue its artistic momentum while maintaining fiscal responsibility. The leadership team decided to launch an \$80 to \$120 all-funds campaign to ensure the artistic and financial health of the organization.

Known for its diversity, the Joffrey Ballet had a history of balancing highly athletic performances of canonical works with boundary-blurring new ballets. Founded in New York City in 1954, it carved a niche as the distinctly American company in the ballet ecosystem known for its classical European influences. After its relocation to Chicago in 1995, the ballet relied upon its New York reputation in the face of financial and artistic woes.

By 2016, however, the Joffrey Ballet was poised to reemerge as a major player in the national and international dance landscape. It had just celebrated its 60<sup>th</sup> anniversary and its 20<sup>th</sup> year in Chicago and the leadership team debated the essential areas for investment going forward. The endowment, currently at about \$1.4 million as of June 30, 2016, needed to be grown. The profitable Academy needed more space and funds to grow, while Community Engagement programs offered the potential for impact in the community. Programming large-scale works from the most important choreographers was essential but costly.

In order to attract donors and secure the Joffrey's future, the organization needed to craft a compelling fundraising case supported by a sound business plan.

- 1) The strategic thinking in addressing the challenges that are unique to non-profit arts organizations. Students will be required to evaluate how the Joffrey Ballet, an established ballet company with a reputable past that has gone through two decades of commercial and artistic decline, can develop a competitive advantage while resolving the inherent tension between business and artistic demands and staying true to its social mission. The case touches on the strategic, managerial, organizational and financial challenges stemming from the need to address multiple audiences.
  - 2) You are requested to draft a business plan to help them.
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PG – 1081

I Semester M.B.A. Degree Examination, February 2016  
(CBCS) (2014-15 and 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. (5×5=25)

1. Discuss the interface between manufacturing and IT Industry.
2. Explain the role and importance of putting out system.
3. Enumerate the challenges of start-ups and MSME sector in India.
4. Explain the role and contribution of service sector to Indian economy.
5. Elucidate the present status of third sector in India.
6. Explain 'British Raj' in the context of Indian business.
7. "Digital India" is helpful for solving unemployment problem in India. Discuss.

SECTION – B

Answer any three questions. Each question carries ten marks. (3×10=30)

8. Explain the causes and consequences of industrialization in India.
9. Describe the future scenario of Agriculture Sector in Indian economy.
10. Discuss any five eminent industry persons and houses in India. How they are models to the younger entrepreneurs ?
11. Discuss the consequences of crisis in business and strategies for managing crisis.

P.T.O.





## SECTION – C

## 12. Case Study (Compulsory).

(1×15=15)

Indian leather exports, an important foreign exchange earner for the country has been reportedly 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 and 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 and 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 governments, Council for Leather Exports and the leather industry and the lessons of this case.
  - 3) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem ?
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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.

P.T.O.



## 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.
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PG – 1081

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## SECTION – C

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(1×15=15)

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  - 3) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem ?
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