PG – 77

I Semester M.B.A.(Day) Examination, January 2009
(2007-08 Scheme)
BUSINESS ADMINISTRATION
1.7 : Business Perspectives

Time : 3 Hours Max. Marks : 7

SECTION – A

Answer **any six** questions. **Each** question carries **two** marks. **(6×2=12**

1. a) Give meaning of the term "Business Perspectives".
   b) Expand – HDI, UNDP, HNI and GDP.
   c) Define 'Business Ethics'.
   d) What is privatisation ?
   e) Define Industrial Sickness.
   f) What is corporate social responsibility ?
   g) What is fiscal policy ?
   h) How does MNC differ from TNC ?
   i) What is GDP – Deflator ?

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Discuss the pros and cons of MNCs in India.
3. Briefly analyse economic, strategic and social goals of a business.
4. Analyse the implications of privatization on workers and society.
5. Describe the importance of ethics in business.
6. Analyse the causes for technology transfer in the Indian context.
7. Describe the causes for low agricultural productivity in India. Suggest measures.

P.T.O.

SECTION – C

Answer **any two** questions. **Each** question carries **12** marks. **(2×12=24**

8. What is corporate governance ? Discuss the importance of and factors involved in corporate governance of organisations in our country.
9. Discuss the role of a) Legislature. b) Executive, and c) Judiciary in business development.
10. Discuss briefly the quantitative and qualitative methods of credit control.

SECTION – D

11. This Section is **compulsory**. It carries **15** marks. **(1×15=15**

Karnataka's PPP Report

The Rs. 40,000 crore Bidadi integrated township project is in the pipeline for over five years, on paper for over three. Public Private Partnership (PPP) venture awarded to a New Delhi based construction major with Government's contribution being land, potable water and electricity. Land acquisition notification and agreement with the private player is yet to be executed. The project is stuck due to politicking with a possible rethink on the private partner as the company had been chosen by the previous Government.

The township project typifies the state of PPP projects in Karnataka. Given the crying need for infrastructure, successive State Governments have announced a slew of PPP projects to jump-start sectors ranging from transport to tourism, roads to airports. In all, 127 mega projects are to be implemented under the scheme. The latest to be placed on the PPP platter is the much-hyped Rs. 5,200 crore high-speed rail link to Bengaluru International Airport (BIA), which is at the tendering stage.

At a combined investment of Rs. 75,000 crore, these could change the face of Karnataka if executed well and on time. Sadly, they are not. It is not the global meltdown that is to blame. A maze of rules is holding up these projects.

PPP is a modern idea that takes the planning and implementation for operation of infrastructure services out of the exclusive domain of the public sector, This sharing model might be the path to development nirvana, but as seen in Karnataka its purpose seems to be defeated, thanks to the listless functioning of our administrative machinery. Modern states need proactivity. And a mechanism to audit policy and services.

Evaluate the above PPP report and give your specific recommendations to convert dreams in to realities and march forward.

PG – 669

I Semester M.B.A. (Day) Examination, January 2010
(2007-08 Scheme)
MANAGEMENT
Paper – 1.7 : Business Perspective

Time : 3 Hours Max. Marks : 75

SECTION – A

Answer **any six** questions. **Each** question carries **2** marks. **(6×2=12)**

1. a) What is Gross Domestic Product ?

   b) What is concept of Deflation ?

   c) Define Corporate Governance.

   d) Explain Monetary Policy.

   e) What is Social Audit ?

   f) Define CSR.

   g) What is License Raj ?

   h) Define MNC.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(3×8=24)**

2. Describe the importance of ethics in business.

3. What is Technology Transfer ? Describe the benefits to Indian companies.

4. Highlight the significance of LPG era in India.

5. Describe the role of MNCs in the economic growth of the country.

6. How have Indian Industries benefitted from the New Economic Policy ?

P.T.O.

SECTION – C

Answer **any two** questions. **Each** question carries **12** marks. **(2×12=24**

7. What are the different types of business organisations ? List their advantages and limitations.

8. "Doing business in India was never more profitable than in today's times". Do you agree ?

9. What is the concept of Corporate Governance ? Highlight the need in global scenario.

SECTION – D

Case Study : **(1×15=15)**

Compulsory

Software Revolution

Software revolution has surpassed all other revolutions by playing a cardinal role in almost every branch of human activity viz., education, health care, services, the railways, the civil aviation, banking, insurance, manufacturing, government, media, entertainment, defense services and wide range of other sectors. History has been witness to a revolution that has transformed human revolution that has transformed human life and its day-to-day activities beyond description. Several global players have made it possible for us to become part of this global village. The fact that India is making this digital revolution happen, must make every Indian proud of his country, its great reservoir of talent and kind of leadership endowed with a futuristic vision.

Not to be left behind at any cost in the crazy race for a pride of place in 'Global village' India too had put in efforts to reach to front line in information technology. Software technology parks and cyber towers dot the landscape in Thiruvanthapuram, Bangalore, Chennai, Hyderabad and other cities. The in thing now is, digitization of information which has changed the way we work, play, communicate and live. Once information if digital, it can be shared, duplicated transferred and edited with ease and it is this synergy that would revolutionize every sector of the economy.

India has done very well in the field of software exports as well as export of IT enabled services to all rich countries including USA, UK, Germany, Japan etc., the records are enviable. The entire world is now moving towards E-commerce and E-business. By 2008, India would contribute nearly 4% to 5% of the total E-commerce business says Mr. Jayakrishna, Secretary. Union department of I.T. it is now ten years since Microsoft has been operating in India. Its CEO Mr. Gates visited India first in 1997 and made his second visit in September 2000, so many things have been seen within a span of 3 years, Gate has hailed India as an IT super power and was all praise for the high quality of skills of India's software professionals. He said "the key is quality of the human talent, here. When people do software projects in India they do so because this is the place they can find people with the latest skills. For the Microsoft R & D centre in Cyberabad (Hyderabad), Mr. Gates announced a additional 55 million dollar over the next three years to enhance the capacity and drive.

On September 14th 2000, the Bangalore based Infosys technology and Microsoft entered into a strategic global alliance for developing business solutions in areas of customer relations management, E-commerce, Financial services and insurance. The two companies would also undertake joint marketing and account planning. Microsoft and Wipro have also decided to strengthen their ties through collaborative approach by which Wipro can implement Microsoft platform based E-commerce projects. They could also work together on expanding opportunities in the Indian markets with the Indian firm emerging as the largest systems integrator in the country.

Questions :

1) How India is involved in digital revolution ? Why large MNCs choose India ?

2) Give examples of Indian IT industry going global.

3) If you are head of marketing of large IT Company in India, what would be your long term marketing strategy ? Assume data, if required.

PG – 695

I Semester M.B.A. (Day) Examination, March 2011
(2007-08 Scheme)
Management
Paper – 1.7 : BUSINESS PERSPECTIVES

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** sub questions. **Each** question carries **two** marks : **(2×6=12)**
   a) What is polycentric ?
   b) State the symptoms of industrial sickness.
   c) What is real GDP ?
   d) What are the dangers of high rate of inflation ?
   e) Distinguish between MNC's and TNC's.
   f) State any 4 leading indicators of technological development in India.
   g) Distinguish between responsibility and responsiveness.
   h) Mention the functions of BIFR.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks : **(8×3=24)**

2. How environment is interface with business ? Explain with suitable examples.
3. Discuss the impact of Indian monetary policy on business enterprises.
4. Explain the basic indicators of the health of an economy.
5. Discuss the effectiveness of new industrial policy in the light of industrial performance of the country in the post-reform years.
6. What are the standard methods of public sector disinvestment ? What are the main issues concerning public sector disinvestment in India ?

P.T.O.

SECTION – C

Answer **any two** questions. **Each** question carries **twelve** marks : **(12×2=24**

7. Is India's fiscal deficit sustainable ? Suggest the measures to control the deficit.

8. What is globalisation ? Is globalisation of Indian economy a matter of public policy choice or compulsion ? Discuss.

9. Comment upon the state of corporate governance in India. How an a governance code be enforced effectively ? Discuss.

SECTION – D

Case Study (**Compulsory**) : **(15×1=15**

10. Build a case for the development of SSI. How can the sector respond to the challenges of competition from the large scale industry ?

PG – 125

I Semester M.B.A. (Day) Degree Examination, February 2012
(2007-08 Scheme)
MANAGEMENT
Paper – 1.7 : Business Perspective

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** questions, **each** question carries **2** marks. **(6×2=12)**
   a) What do you mean by technology transfer ?
   b) Define a joint stock company.
   c) What is GNP ?
   d) List the objectives of monetary policy.
   e) State the levels of Globalisation.
   f) What do you mean by business perspective ?
   g) Mention the important objectives of business.
   h) What do you mean by code of conduct ?

SECTION – B

Answer **any three** questions, **each** question carries **eight** marks. **(8×3=24)**

2. How do changes in government policies trigger changes in business environment ? Can policy changes be anticipated ?
3. Write the importance of values in modern business.
4. Explain the effects of Inflation on various segments of the economy.
5. Do you feel code of conduct of a corporate really helps ? Discuss they versus practice.
6. Discuss the reasons and consequences of industrial sickness.

P.T.O.

SECTION – C

Answer **any two** questions, **each** question carries **twelve** marks. **(12x2=24)**

7. Discuss the major challenges facing small scale industry. Do you think that economic reforms have hit the segment the most ?

8. Explain the nature and current state of India's foreign trade environment. Is the environment friendly to Indian exporters and foreign investors ? Discuss.

9. a) Explain the reasons for government interaction in the business.

   b) Explain the role of agricultural sector in national growth.

SECTION – D

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

A small group of uneducated started a new venture of carrying lunch boxes in Mumbai to office going people. The 'Tiffinwallas' as they are commonly called in Mumbai is household name for good reliable service. It has become a profit making industry and grown over the year.

The Mumbai Tiffinwallas are international figure now thanks to Forbes global. The Forbes story details the efficiency with which they deliver the tiffins to their customers. Around 5000 tiffinwallas deliver 1,75,000 lunches everyday and take empty boxes back. They make ONE mistake in ONE month. This means there is one error on every million transactions. This is thus a six sigma performance a term used in quality assurance. – If the percentage of correctness is 99.999999 – that is defect rate 3.4 in a million operations, the performance which has made companies like Motorola world famous for their quality.

Mumbai Tiffinwallas have achieved a level of service to which western businesses can only aspire. 'Efficient organisation' is not the first thought that comes to mind in India, but when the profit motive is given reign, anything is possible. To appreciate Indian efficiency at its best watches the tiffinwallas at work. These are the men who deliver one lakh lunches or breakfast each day to offices and schools throughout Mumbai the business capital of India. Lunch is in a container consisting of a number of bowls each containing a separate dish held together in a frame.

The meals are prepared in the homes of the people who commute into Mumbai

each morning and delivered in their own tiffin carrier. After lunch the process is reversed and what a process ? In its simplicity 5000 tiffinwallas make a mistake only above once every two months. According to Raghunath Megde, president Mumbai tiffin men's association. That one error is every 8 million deliveries or 16 million if you include the return trip. If we make 10 mistakes a month no one would use our services, says the craggily handsome Megde. How to they do it, the meals are picked up from the commuters home in the suburbs around central Mumbai long after the commuters have left for work, delivered to them on time, then picked up and delivered home before the commuters return. Each tiffin carrier has painted on its top a number of symbols like square, rounds, triangles and different colours which identify where the carrier was picked up, the originating and destination stations and the address to which it is to be delivered.

After the tiffin carrier are picked up, they are taken to the nearest railway station, where they are sorted according to the destination station between 10.15 a.m and 10.45 a.m, they are loaded in crates into the baggage cars of the trains. At the destination station they are unloaded by other tiffinwallas and resorted, this time according to the street, address and floor. The hundred kilos of crates are carried on tiffinwallas heads, hand wagons and cycles. These are delivered on the time at 12.30 p.m. picked up at 1.30 p.m and returned where they came from. The charge for these extra ordinary services is just Rs. 150 per month. Enough for the tiffinwallas who are mostly self-employed to make a good living. After paying rupees 60 per crate and 120 per men per month to the western railway for transport the average tiffinwallas clears about Rs. 3,250/-. Of the sum rupees ten goes to the tiffin men's association. It is the fruit of hard and demanding work of tiffinwallas.

Co-ordination and minute to minute precision is the hall mark of the work. Six days a week and all round the year. An eye on accuracy of work brings in the quality level. After minimal expenses the rest of the rupees 50,000 association collects goes to the charitable trust that feeds the poor. Super service and charity too. Can anyone ask for more ?

Questions :

1) Discuss volume of work involved in the job of Mumbai tiffin carrying.
2) What are entrepreneurial qualities of 5000 tiffinwallas ?
3) How tiffinwallas got fame as six sigma level service providers ?

PG – 683

I Semester M.B.A. (Day) Degree Examination, February/March 2013
(2007-08 Scheme)
MANAGEMENT
Paper – 1.7 : Business Perspectives

Time : 3 Hours Max. Marks : 75

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

SECTION – A

1. Answer **any six** sub-questions, **each** question carries **two** marks : **(6×2=12)**
   a) What is environmental cost audit ?
   b) What is Joint Stock Company ?
   c) Mention any two differences between Private Company and Public Company.
   d) What is geocentric approach ?
   e) What is code of conduct ?
   f) Mention any two advantages of industrial policy.
   g) Define Fiscal Policy.
   h) What is Technology Transfer ?

SECTION – B

Answer **any three** questions, **each** question carries **eight** marks : **(3×8=24)**

2. Write the importance of Indian values in Modern business.
3. Explain the impact of Monetary Policy on business.
4. Explain the importance of industrial diversification.
5. Discuss the factors influencing globalization. What are the advantage and disadvantage of Globalisation ?
6. Explain the impact of political environment on business.

P.T.O.

SECTION – C

Answer **any two** questions, **each** question carries **twelve** marks : **(2×12=24)**

7. Discuss the rationale for encouraging foreign direct investment in India.

8. a) Explain Industrial Policy – Cycle.

   b) Discuss the trends on Industrial Production.

9. Discuss the importance of key indication for the Economic Development of the Country.

SECTION – D

10. Case study (**Compulsory**) : **(1×15=15)**

Software revolution has surpassed all other revolutions by playing a cardinal role in almost every branch of human activity viz., education, health care, services, the railways, the civil aviation, banking, insurance, manufacturing, government, media, entertainment, defense services and wide range of other sectors. History has been witness to a revolution that has transformed human revolution that has transformed human life and its day-to-day activities beyond description. Several global players have made is possible for us to become part of this global village. The fact that India is making this digital revolution happen, must make every Indian proud of his country, its great reservoir of talent and kind of leadership endowed with a futuristic vision.

Not to be left behind at any cost in the crazy race for a pride of place in 'Global village' India too had put in efforts to reach to front line in information technology. Software technology parks and cyber towers dot the landscape in Thiruvanthapuram, Bangalore, Chennai, Hyderabad and other cities. The in thing now is, digitization of information which has changed the way we work, play, communicate and live. Once information if digital, it can be shared, duplicated, transferred and edited with ease and it is this synergy that would revolutionize every sector of the economy.

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Mr. Gates visited India first in 1997 and made his second visit in September 2000, so many things have been seen within span of 3 years, Gate has hailed India as an IT super power and was all praise for the high quality of skills of India's software professionals. He said "the key is quality of the human talent, here. When people do software projects in India they do so because this is the place they can find people with the latest skills. For the Microsoft R and D centre in Cyberabad (Hyderabad), Mr. gates announced a additional 55 million dollar over the next three years to enhance the capacity and drive.

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Questions:

1) How India is involved in digital revolution ? Why large MNCs choose India ?
2) Give examples of Indian IT industry going global.
3) If you are head of marketing of large IT Company in India, what would be your long term marketing strategy ? Assume data, if required.

PG – 808

I Semester M.B.A. (Day) Examination, February/March 2014
(2007-08 Scheme)
MANAGEMENT
Paper – 1.7 : Business Perspective

Time : 3 Hours Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(6×2=12)**
   a) What is exchange rate ?
   b) What is a sick company ?
   c) Define fiscal deficit.
   d) Define small scale industry.
   e) Who is an entrepreneur ?
   f) Define foreign trade.
   g) What is GNP ?
   h) What is money supply ?
   i) What is a repo rate ?

SECTION – B

Answer **any three** of the following. **Each** question carries **8** marks. **(3×8=24)**

2. Describe the need and benefits of business ethics.
3. Discuss the impact of political environment on business.
4. What are the incentives given to SSIs in India ?
5. Discuss the social responsibilities of business.
6. Explain the appropriate technology policy for India.

P.T.O.

SECTION – C

Note : Answer **any two** of the following. **Each** question carries **12** marks. **(2×12=24)**

7. Discuss how fiscal policy helps in creating employment opportunities in the country.
8. Discuss the key indicators of economic development.
9. Discuss the factors influencing globalization.

SECTION – D

Note : Answer the following **Case Study.** This question is **compulsory.** **(1×15=15)**

10. **Nash Engineering : 100 Years of Evolving Family Commitment.**

As a multi-generational family business with a 100-year history in industrial engineering, the Nash Engineering Company had turned many challenges into opportunities. But in the late 1990s, the market for their products collapsed. The family and executive managers were faced with several options. Should they try to continue as a stand-alone organization ? Should they pursue a strategic acquisition ? Should the family sell Nash Engineering ? There were many factors to consider , among them individual shareholders need for dividends and liquidity and the family's sense of pride in their heritage.

Posers :

a) What could be reasons for the present problems of Nash Engineering Company ?
b) If you were the owner of this business how would you react ?
c) How does the change in business environment affect the companies like the Nash Engineering Company ?
d) List the changes that are taking place in the Indian economy that may affect the businesses like the Nash Engineering Company.
e) What was the best solution for the business and the family ?

PG – 1126

I Semester M.B.A. Degree Examination, February 2016
(2007-2008 Scheme)
MANAGEMENT
Paper – 1.7 : Business Perspectives

Time : 3 Hours Max. Marks : 75

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

SECTION – A

1. Answer **any six** questions. **Each** sub-question carries **two** marks. **(2×6=12)**
   a) List three dangers of a high rate of inflation ?
   b) What is real GDP ?
   c) What do you mean by Joint Stock Company ?
   d) What is industrial diversification ?
   e) State any four incentives for SSI's from government.
   f) What is BIFR ?
   g) Define code of conduct.
   h) What is mixed economy ?
   i) Define SDR.

SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks. **(8×3=24)**

2. Critically review the current policy on FDI in India.
3. Why is it important for a business organization to know their social responsibility ?
4. What factors affect the monetary policy ? Explain the role of RBI in formulating monetary policy.
5. How does EXIM policy affect the export and import of the country ? What are the salient features of recent EXIM policy ?
6. Discuss the advantages of technology transfer with special reference to Indian companies.

P.T.O.

SECTION – C

Answer **any two** questions. **Each** question carries **twelve** marks. **(12×2=24)**

7. What do you mean by fiscal policy ? Explain how the central government is using the fiscal policy for fighting unemployment.

8. Explain the most commonly used indicators of economic growth. How does it reflect the growth ?

9. "Business and environment are interface" Explain with suitable examples.

SECTION – D

10. Case study (**Compulsory**) : **(1×15=15)**

History of Lucent

The merger of various AT and T subsidiaries, including the Bell Labs, a leader in the innovations in telecom industry, formed Lucent in the early 1990s in the US. After this, Lucent became a major player in the telecom sector. AT and T had already been operating in India since 1980s in the form of joint ventures with various Indian conglomerates, including the Tatas in manufacturing and setting up of Network Access Systems and with Birlas in Cellular services. They also had a joint venture with Finolex cables to manufacture Optic Fiber cables. Later on when AT and T subsidiaries combined to become Lucent in 1996, Lucent consolidated its business with its partners in India also.

Telecom Policy in India

The Indian telecom sector in India, prior to the National Telecom Policy (NTP) of 1994, was the monopoly of the Department of Telecom, a government body. The NTP of 1994 concluded that private investment and involvement would be required to bridge the gap in resources for the telecom infrastructure, needed for the economic development. But the policy had many shortfalls. The policy allocated licenses on the basis of the highest bid resulting in unrealistic bids by the private service providers. The targets of NTP 1994 could not be achieved, as the shortfalls in the policy slowed down the private sector entry.

Indian Telecom Scenario

The Indian economy grew rapidly at an average rate of 7 percent during the last decade. Meanwhile, the telecom service providers were not able to provide the required infrastructure to facilitate this surge in the Indian economy. The IT industry in India has been consistently growing at the rate of over 30 percent in the past few years. IT spending, as a percentage of GDP in India, as compared

to the developed nations, was very low. Hence, the scope for domestic demand for IT services was also very high. Nearly a quarter of the Fortune 1000 companies were outsourcing their software requirements to Indian companies. Lucent had strengthened its position in the broadband networking in the recent years.

The Indian government introduced various reforms through the new industrial policy of 1991. *These had strengthened through subsequent reforms through the last decade.* By the year 2000, they had reached a stage where they could contribute significantly to India's economic performance.

In the later 1980s, the fiscal deficit of the Indian Government was very high, which was a cause for concern. The health of India's financial sector was also weak. The non-performing assets constituted a large percentage of bank's portfolios in India. During the same period, India was involved in various frictions with Pakistan.

However, the telecom infrastructure was choking under the new requirements of the IT industry. The bandwidth and international gateway capacity were also bottlenecks. The fixed-line penetration in India was one of the lowest in the world, at 2.69 percent. The presence of a huge waiting list for telephone connections in the many Indian towns, alongwith an expected GDP growth of near to 7.5 percent per annum in the long run, led to a huge requirement in the telecom services sector. The cellular subscriber base in India was amongst the fastest growing in the world, at the rate of 6 percent per month. With further growth in income, this was expected to grow at a faster rate in the future. Till 1998, VSNL was the only ISP in India. This restricted the growth of internet subscriber base in India. After 1998, the subscriber base had grown 5 times to 750,000. This is expected to grow at similar rate in the near future. All these are expected to fuel growth for Lucent products in India.

Prospects for Lucent in India

Lucent is looking towards capturing the huge Indian telecom market. Out of the five private basic telecom providers, four became Lucent customers. In addition, Lucent is also supplying equipments to the Department of Telecom. The growing cellular market offers additional opportunities to the Lucent's operations in India. The Indian economy as a whole, was slated to grow at a very high rate; also the thrust on infrastructure in the reforms had increased, leading to an increase in investment in telecom sector. The growing IT industry needed better telecom services for its outsourcing operations, which needed high bandwidth as well. Lucent, with its expertise in the area of telecom innovations, had been able to capture a large chunk of the telecom products market. The availability of high quality workforce also contributed to establishment of its Bell labs in Bangalore in India. It had the opportunity to tie up with Indian Institutes of Technology. The

Bangalore facility has developed software for various multimedia-messaging platforms. They also developed the 3-G mobile network platform. India has emerged as a software hub for many of the fortune 500 organisations. Lucent has been able to leverage this advantage due to its presence in India.

The Road Ahead

There has been a marked slowdown in the US telecom industry and as such, India represents an opportunity for Lucent to keep growing at an increased pace. Also, India gives it an opportunity to hire low cost competitive workforce. This will help the company compete effectively in the international markets, at the same time keeping the cost of its products low. Even though the current political situation is not favourable, the benefits of investments in India far out weigh the costs.

Question :

Discuss the business opportunities for a foreign company like Lucent in India, based on the present scenario in Indian economy and telecom industry.