

[11013]

M.B.A. DEGREE EXAMINATIONS
FIRST SEMESTER
Paper - III : BUSINESS ENVIRONMENT
(W.E.F. 2019-20 Admitted Batch)

Time : 3 Hours

Maximum : 75 Marks

SECTION - A

- I.** Answer any **FIVE** questions not exceeding **ONE** page each. **(5×4=20)**
1. Political Environment
 2. Joint sector
 3. Ethics in business
 4. Trade strategies
 5. International Economic Integration
 6. Concept of economic planning
 7. Foreign exchange market
 8. Corporate social responsibility

SECTION - B

- II.** Answer any **ALL** the questions not exceeding **FOUR** pages each. **(5×8=40)**
1. a) What are the various components and significance of Business Environment?
(OR)
b) Discuss the factors which are affected technological influencing Business Environment.
 2. a) Do you support the concept of promoting private sector in India? Give reasons.
(OR)
b) Briefly write about different economic systems.
 3. a) What are the features of Indian Companies Act, 2013?
(OR)
b) Write briefly about emerging trends in Indian Business Environment.

4. a) Write any one of the theories of International Trade.
(OR)
b) What is BOP? What are the reasons for disequilibrium in BOP?
5. a) Define 'Globalisation'. Discuss its impact on Indian Economy.
(OR)
b) Explain about the origin and objectives of WTO.

SECTION - C

III. Case Study (Compulsory)

(1×15=15)

Kellogg, KFC, Mc-Donald's, Pizza Hut..... had it all. *"Our only rivals are traditional Indian foods like idlis and vadas.*

Denis Avrongsart, managing Director, Kellogg India. The above statement was very powerful one and it had made the life tougher for Kellogg India, since when Kellogg launched its products in India, it was a failed launch. The quality of products offered to the Indian customers was quite good and high and the Kellogg India was backed by strong technical, managerial and financial resources of its parent, but still the Kellogg's products failed in the Indian market.

Even a very high-profile launch which was very well supported by media activity failed to trigger the success and make an impact on the Indian consumers.

Similarly Mc-Donald's KFC, Pizza Hut, etc. also faced similar kind of failures in the initial stage of their foray into Indian markets.

India was a very important market for all of them, but they all could not achieve success in the initial period. Since they never wanted to leave the potential of Indian consumers, they did a lot of analysis and research on the causes of failure in Indian markets, and they started making the necessary changes in their products, prices, places and communication to the Indian consumers.

This triggered a complete new innovation in their menus, appeals and prices to woo Indian customers tastes and cultures, which in turn gave them the signals of success.

Questions:

- a) Comment on the starting sentences, giving reasons for your remarks and suggest some strategies for the players in order to succeed in Indian business environment. Suggest some innovative and practical strategies, which will help to carve success in this peculiar and dynamic Indian business environment.
- b) Take any one of the above products of your choice as a case and explain in detail, how it could move from failure to success, by understanding the Indian business environments and consumers. Also discuss strategies adopted by it for making the best of the Indian business environment.