



RF-4313-14

M. B. A. (Sem. II) (FT & Eve.) Examination
April / May – 2010
Indian Business Environment
(Old Course)

Time : 3 Hours]

[Total Marks : 100

RF-4313

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
← M. B. A. (Sem. 2) (FT & Eve)	<input type="text"/>
Name of the Subject :	<input type="text"/>
← Indian Business Environment	<input type="text"/>
← Subject Code No. : <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="1"/> <input type="text" value="3"/>	<input type="text"/>
← Section No. (1, 2,.....) : <input type="text" value="1"/>	<input type="text"/>
	Student's Signature

- (2) Q. 1, Q. 6 and Q. 7 are compulsory. Answer any **two** out of Q. 2, Q. 3, Q. 4 and Q. 5 from Section-I.
- (3) Figures to the right indicate full marks.
- (4) Use **separate** answer books for each section.

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|---|---|----|
| 1 | Discuss the procedure of grievance redressal in consumers court. Also explain the three tier structure of consumer courts. | 18 |
| 2 | Discuss the relevance of 11 th five year plan in present economic conditions. | 16 |
| 3 | What will be the implications of union budget 2010 on business development. Discuss both direct and indirect implications. | 16 |
| 4 | Give a detailed explanation on business ethics by citing appropriate examples | 16 |
| 5 | What is the transfer of technology code prescribed by the government? What kinds of transfers of technology can government regulate or restrict ? | 16 |

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(1)

नीचे दर्शाविए ← निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of ← signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
← M. B. A. (Sem. 2) (FT & Eve)	<input type="text"/>
Name of the Subject :	
← Indian Business Environment (Old)	
← Subject Code No. : <input type="text"/> 4 <input type="text"/> 3 <input type="text"/> 1 <input type="text"/> 4 ← Section No. (1, 2,.....) : <input type="text"/> 2	Student's Signature

- (2) Q. 1, Q. 6 and Q. 7 are compulsory. Answer any **two** out of Q. 2, Q. 3, Q. 4 and Q. 5 from Section-I.
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- (4) Use **separate** answer books for each section.

6 Read the following case carefully and answer the questions given at the end of the case:- 26

Mr. Vaidya is the owner of the advertiseing agency. He is a person who always believes in business ethics. He always designs an advertising campaign on genuine market analysis and based in the whole scientific truth of the the product. But suddenly he has been suffering financial losses due to his decision to stick to truth. He has lost his regular costomers because he always puts his ethics in his advertisement campaign. In case of cosmetics and pharmaceuticals, he always checks the contents and laboratory reports from the quality control department.

However, now he needs finance desperately and the agency is on the verge of closure, an internationally reputed cosmetics company is willing to give him their advertisement contract. This contract has created hope amongst employees of the advertising agency.

Mr. Vaidya asked the company to submit a report about all its products, in which they have to give information about content and its significance.

Mr. Vaidya found that nail polishes are based on nitrocellulose, which are highly inflammable synthetic substance, chemically related to guncotton, an explosive. Nail polish solvents are narcotic if inhaled in high concentration and can act on nervous system.

As soon as he came to know of the side effects of the contents of nail polishes, Mr. Vaidya cancelled the contract. He desperately needed money, but it would mean compromising on the ethical standards of his past reputation.

But managers forced him to accept the contract because if the agency closes down there is no meaning in being ethical. The company also has a responsibility towards its employees. Thus, Mr. Vaidya is in a moral dilemma.

Case questions :

- (1) Is it ethical to play with goodwill, and more importantly, the health of the public?
- (2) Is it ethical to play with the financial position of the company, go bankrupt, and force the employees on the street?

7 Write short notes on (any two):-

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- (a) Bureau of Indian Standards.
- (b) Chambers of Commerce.
- (c) Management Education in India.
- (d) Population problems in India.