



AC-5512
M. B. A. (Sem. - II) (FT & Eve) (CBCS)
Examination
April/May - 2015
CP-205 : Business Environment

Time : 3 Hours]

[Total Marks : 70

Instructions :

(1)

<p>नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.</p> <p>Name of the Examination : M. B. A. (Sem. - II) (FT & Eve) (CBCS)</p> <p>Name of the Subject : CP-205 : Business Environment</p> <p>Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="2"/> Section No. (1, 2,.....): <input type="text" value="Nil"/></p>	<p>Seat No. : <input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/><input type="text" value=""/></p> <div style="border: 1px solid black; border-radius: 15px; padding: 10px; text-align: center; width: 100%;">Student's Signature</div>
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- (2) All the questions carry 14 marks.
(3) Question No. 1 and 7 is compulsory.
(4) Attempt any three question from question no. 2,3,4,5,6.

1. "Firms which systematically analyze and diagnose the environment are more effective than those which don't." Elucidate.
2. Discuss the following instruments of monetary policy and its effect on money supply: Liquidity adjustment facility, Bank Rate, Cash Reserve Ratio, Statutory Liquidity Requirement
3. What is corporate social responsibility? What are the key dimensions of 'Corporate Social Responsibility'?
4. Discuss the following concepts:
 - a) Consumers Price Index
 - b) Producers Price Index
 - c) GDP Deflator
 - d) National Income

5. Explain the main objectives as incorporated in the various five year plans in India. Discuss the failures of planning in India.
6. Write short note on any two of the following:
 - a) ASSOCHAM
 - b) FICCI
 - c) ISO Standard
 - d) Tariff and Non tariff Barriers.

7. **CASE STUDY**

CASE – SCRIPTER OF HYDROCARBON SAGA

The credit Scriptor of Hydrocarbon Saga goes to Oil and Natural Gas Commission (ONGC), the most profitable PSU in India. It was in 1955, that the Government of India decided to develop the oil and natural gas resources in different parts of the country. With this thinking, an Oil and Natural Gas Directorate was set up towards the end of 1955, as a subsidiary of the Ministry of Natural Resources and Scientific Research. The Directorate was later elevated to the status of a Commission with more powers and resources. In 1959, the Commission was conferred with statutory power by an Act of Parliament and thus came the ONGC into being with the objective to plan, promote, organize and implement programmes for the development of resources, to produce and sell petroleum and petroleum products, and to perform related functions. The establishment of ONGC marked the end of the activities of the private sector firms – Assam Oil Company and the Attock Oil Company – engaged in oil exploration and production during the pre-Independence days.

Since its inception, ONGC has been instrumental in transforming the country's limited upstream sector into a large viable field, with its activities spread throughout India and significantly in overseas territories. In the inland areas, ONGC not only found new resources in Assam but also established new oil province in Cambay basin (Gujarat), While adding new petroliferous areas in the Assam-Arakan Fold Belt and East coast basins (both inland and offshore). ONGC went offshore in early 70s and discovered a giant oil field in the form of Bombay High, now Known as Mumbai High. This discovery, along with subsequent discoveries of huge oil and gas fields in Western offshore changed the oil scenario of the country. Subsequently, over 5 billion tonnes of hydrocarbons, which were present in country, were discovered. The most important contribution of ONGC, however, is its-self-reliance and development of core competence in exploration and production activities at a globally competitive level.

The liberalized economic policy, adopted by the Government of India in July 1991, sought to deregulate and delicense the core sectors (including petroleum sector) with partial disinvestments of government equity in Public Sector Undertakings and other measures. As a consequence thereof, ONGC was re-organised as a limited company under the Companies Act, 1956, in February 1994.

Figures speak louder about the performance of ONGC

(Rs. Cr, For the year 2008-09)

Sales – `60,065.10

Net Profit `16701.65

Free Reserves – `68,478.51

Onshore Facilities :

- Production Installations – 240
- Drilling Rigs 20
- Logging Units 32
- Regional Computer Centres 5
- Pipeline Network 15800 (Km)
- Offshore Facilities :
- Well Platforms 147
- Drilling Rigs 29
- Well-cum-Process Platforms 32
- Process Platforms 13
- Offshore Supply Vessels 55

In all, ONGC has 300 discoveries of oil and gas.

ONGC has bagged several awards domestically and globally It is one of the Maharathnas, the Golden Peacock Global Award for excellence in corporate governance, among others. At the international level, ONGC is listed as the world's most admired company in Fortune's Magazine, occupies 152nd place in Forbe's Global 2000, among others.

Over a period of 50 years, ONGC has built and accumulated rich and experienced human resource (the company's headcount stands at 32,996). With the back up of such competent and committed human resource, ONGC is looking ahead to cross a few more milestones in the following areas :

- New discoveries and fast track development
- Equity oil from abroad
- Downstream value additions and forward integration
- Leveraging state-of-the-art technology and global best practices
- New sources of energy
- Production from small and marginal fields
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Questions

1. It, being a PSU, ONGC could achieve excellence, why not other PSUs ?
2. If ONGC remained in the private sector, would it have achieved the same results ?
