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Code: 19MBA1005

SET-2

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)

I MBA I Semester Regular/Supplementary Examinations, May-2022
INDIAN ECONOMY AND BUSINESS ENVIRONMENT

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

1. a) Elaborate the factors of Economic Role of Government. 6M
b) Explain the Factors of Mixed Economy. 6M
2. a) Emphasize the objectives of New Economic Policy. 6M
b) Analyze the positive and negative effects of Globalization. 6M
3. a) Summarize the process and rationale for Disinvestment in India. 6M
b) Recall the problems due to Privatization. 6M
4. a) Re tell the significance of study of business environment in your own words. 6M
b) Explain different macro environmental factors and their influence on business performance. 6M
5. a) Discuss the influence of global economic factors on firm's growth. 6M
b) Outline the impact of socio cultural forces on business. 6M
6. a) What is the role played by the political systems in the development of favorable business ecosystem in the country? 6M
b) State the provisions from Indian constitution in the development of business. 6M
7. a) Interpret the role of business in the society. 6M
b) How do you understand the business culture in India? 6M
8. **CASE STUDY:** 12M
Indian leather exports an important foreign exchange earner for the Indian economy 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 comes shortly after a decision by the global retail chain Gap, Marks & L, Spencer etc. 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 a strict enforcement of animal protection laws. Following this, Mumbai based teja industries, the official supplier of leather goods for markets and Spencer India, started out sourcing leather from other countries to manufacture products for the global chain.
Questions:
a) In the light of the above, discussion the implications of the Social Activist Groups for the business
b) With reference to the case, discuss the failure of the government, Council for the Leather Export and Leather Industry in India and the lessons of this case.