

Tilak Maharashtra University
Master of Business Administration (Distance)
(Semester - II) - Internal Evaluation
Business Environment

Marks : 80

Code : MD 205

Note:

- ❖ The Paper Consist of two sections I & II
 - ❖ Attempt any three questions from Section I
 - ❖ Section II is Compulsory
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Section I

Q. No.1 (a) How does the external environment affect Business? Discuss ?

OR

(b) What are the main features of the New Industrial Policy 1991? How does it vary from 1956 Policy? 15 Marks

Q.No.2 (a) Explain the meaning of social responsibility of business? What is corporate Governance? 15 Marks

Or

(b) What are the political variables that affect the business environment? 15 Marks

Q.No.3 (a) What is the function of the technological environment in business? 15 Marks

Or

(b) Will the new trade policy announced for the next five years, with the target, to double India's share in world exports, be achievable? Explain

Q.No.4 (a) Writ short notes on (Any three) 15 Marks

- i) Nature of monetary policy
- ii) Role of Reserve Bank of India
- iii) Capital market in India
- iv) Non banking financial Institutions
- v) Reforms in taxation

Or

(b) How does the monetary environment affect Indian business?

Section-II

Q.No.5 (a) Case Study:

FIAT is a well known automobile company, having its base in Italy(Europe) in the corporate sector business producing variety of car models with computerized controls are few among them. It is fascinated in launching expansion of its products in the south East Asian market by setting its own manufacturing and marketing operations there. While making an entry into unknown markets the company wants to secure against the risks involved in the business. Plans have been drawn to earn potential foreign exchange by making collaboration with a foreign partner. The company wants to receive guidance from the consultants in the field of management to know the type of business environment prevailing in the foreign country. Prepare a write up covering variety of factors involved in it and the line of managing them.

25 Marks

Q.No.6 What are the constraints and difficulties of the Indian technological environment? How is the government helping it?

10 Marks