



MB 106 (N)

**First Semester M.B.A. Examination, September 2016
Course – VI : BUSINESS ENVIRONMENT (New)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Answer **any five** sub-questions. **Each** sub-questions carries **3** marks. **(5×3 = 15)**
- Mention the objectives of business.
 - State the need of environmental scanning.
 - Define economic environment.
 - What do you mean by economic development ?
 - What is meant by sustainable development ?
 - What is ecomark ?
 - What is CSR ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks. **(4×5 = 20)**

- Discuss the legal environment factors affecting business.
- State the importance of monitoring the political environment.
- Discuss the demographic factors influencing the business.
- Differentiate between monetary policy and fiscal policy.
- What are the various environmental laws passed by the government from 1970 ?
- What are the causes of environmental degradation ?

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **10** marks. : **(3×10 = 30)**

8. Explain the reasons for 2007 – 08 recession.
9. What do you mean by mixed economy ? Explain its features.
10. Explain the role of business towards government.
11. Explain the impact of sovereign debt crisis on Indian economy.
12. Examine the powers and functions of consumer protection councils.

SECTION – D

13. Case (**Compulsory**) : **(1×15 = 15)**

Indian leather exports, an important foreign exchange earner for the country 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 came shortly after a decision by global retail chains Gap, Marks and L. Spencer, Liz Claiborne and J. Crew 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 strict enforcement of animal protection laws. Following this, the Mumbai -based Teja Industries, the official supplier of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

Questions :

- 1) In the light of the above, discuss the implications of social activist groups for business.
 - 2) With reference to this case, discuss the failure of the governments, Council for Leather Exports and the leather industry and the lessons of this case.
 - 3) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem.
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