# PG Odd Semester (CBCS) Exam. December, 2022

## Business Administration

(3rd Semester)

Course No: CP-301

**(Analysis of Business Environment- Indian & Global)**

*Full Marks: 70*

*Pass Marks : 28*

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Explain the significance of environmental analysis for strategic business decisions. 14

Or

2. Prepare PESTLE of China. 14

3. Case study

Ignorance of cultural differencs lead to a lack of market share and missed opportunities. When on MNC enters new market, it must adapt its business models to match local preferences, cultures and habits. International business cannot be conducted using 'one size fits all' approach. International achievements requires global perspective.

There are sustantila geographical variances in consumer preferences within emerging markets. Business that fail to recognise the cultural variety of thin market run the danger of missing out significant consumer segments. There is no universal organisational philosophy, so when

cultural variation are not taken into account when translating practices between cultures, they might fail, even results in losses.

Cultural ignorance may hinder a company'a ability to attract, retain and capitalise on its global taletppol. When foreign MNCs hire local personnel, their human resource policies must be changed to suit their local culture. To much of heterogeneous workgroups may lead to less trust and cohession.

(i) Identify the problems given in this case. 7

(ii) As a manager, what steps would you take to avoid such problems. 7

4. What do you understand by Macro-economic Fundamentals. Make a critical analysis of current state of India's macro-economic environment. 4+10=14

Or

5. Throw light on global trend of Tariff and Non-Tariff barriers. 14

6. Case Study

Corruption can be defined as the exploitation of position for personel benefit. MNCs often bribes government officials for business contracts. Compared to Europe, nearly all countries with growing economies have a high sense of corruption. In a corrupt economy, resourch are allocated infficiently and government contrcts are frequently an awarded to enterprises that would not be qualified without bribes.

The World Bank enterprise conducted a survey on corruption over 13,000 business in 13.5 countries of South Asia and Sub-Saharan Africa. Over 50% of business on middle east and North Africa perceive corruption as a significant barrier. One on four enterprises in South Africa are expected to provide gifts in exchange of an operating license. To get things done, 27% of corporations in Sub-Saharan Africa are required to give presents to public authorities. To get government contracts, nearly half of South Asian enterprises are expected to offer gifts one third of companies in East Asia are expected to send gifts to obtain a construction permit.

(a) Identify the problems given in this case. Cite examples of any country you are familiar with. 6

(b) What can be the various affects of corrupt business environment on your company. 8

7. Examine the major features of monetary policy currently pursued in India. Give your concluding remarks. 10+4

Or

8. Examine the arguments in favour and against cashless economy in India. What is your opinion in this regard. 10+4

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