Executive MBA Odd Semester Examination, 2025

BUSINESS ADMINISTRATION

(1st Semester)

Course No.: EMBA-108

(Analysis of Business Environment)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

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

SECTION-I

Attempt the following 2 cases

1. Case Study-1

Read the case carefully and answer the questions:

Corruption and poor governance pose significant challenges to business, particularly in emerging economics where institutional framework may be weak. Corruption and governance failure affect operational efficiency, financial performance and strategic growth. ABC software develops affordable solution for SMEs with a work force of 152 and annual revenue USD 20 million by 2024, the company aimed to expand into africa. However,the company is horried about poor governance and wide spred corruption in Africa. As per a report, more than 50% business in middle east and north Africa pesceive corruption as a significant barier. 25% business enterprised in South Africa

Turn Over

is expected to provide presents in exchange for an operating license. To get things done 27% companies in Sub-Saharan Africa are required to give presents to public authorities. To get government contacts nearly 50% of Asian enterprises are expected to after gifts. Abour 30% of companies in east Asia are expected to send gifts for building permission.

How corruption can affect of business decision in the different areas of management. Do you think that corruption is a major challenge for a mid-sized company. Justify your answer. 9+5=14

2. Case Study-2

Read the case carefully and answer the questions:

In January 2007, Tata Steel, a subsidiary of Tata Group, acquired cores for $12.1 billion creating one of the world top five steel producers. The acquisition aimed to transform Tata Steel from a primary domestic player into global leader with enhanced production capacity and market reach. The specific objectives were : market expansion, technological synergies, capacity growth and brand enhancement. The company was successful in making positive impact in the market. However, Tata Steel was facing challenges as the acquisition financial through significant debt. Further 2008 global crisis led to a sharp decling in steel prices, causing losses of $1.5 billion in 2009 at the same time, the company was also facing challenges in cultural integration regulatory hardles, economic volatility and operational allignment.

Similarly, TCS another company under group tried global— outsourcing with the objectives of cost effeciciency, scalability innovation and global networking. But TCS had to face severe challenges in terms of data security, quality control, geopolitical rise and client dependency.

In the light of this case identify the major challenges for an Indian Company while going for global M&A, and outsourcing. As a student of international business what steps would you take to minimise such challenges and ricks. 8+6=14

SECTION-II

Attempt any 3 our for the 5 questions.

1. Discuss in detail the elements of business environment. How business environment affects strategic business decisions. 10+4=14

2. Discuss hotstede cultural dimension. How culture effects strategic business decision. 10+4=14

3. Make a critical analysis of India's macro economics indicators. What suggestions would you give for improvement of India's macro economic conditions. 10+4=14

4. Critically examine the recent monetary policies of India. What changes would you suggest to monetary policy committee of RBI. 9+5=14

5. Whar are the objectives of liberalization. Discuss the pros & cons of globalization and trade openness in the context of India. 4+10=14

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