PG Odd Semester (CBCS) Exam., December—2018

BUSINESS ADMINISTRATION

(1st Semester)

Course No. : MBACC–108

(India's Cultural Heritage and Business History)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. "Within plurality lies the essence of Indian culture." Do you agree to this statement? Articulate your stand on the matter. 14

2. How does the possession of a fair knowledge of history and of cultural heritage of people serve as an important guide in administrative decision-making? Discuss. 14

OR

3. *(a)* Define the following terms : 2+2+2=6

History, Proto-history and Pre-history

(b) Throw light on the hominid evolution during the pre-historic period and also on the 'Out of Africa' theory. 8

4. Examine the nature, composition and direction of trade in the Indus Valley Civilization. How did the civilization come to an end? 8+6=14

5. Evaluate Ashoka as an emperor and as a leader. Assess the relevance of Ashokan leadership style to present-day management. 14

OR

6. Write notes on : 7+7=14

(a) Indo-Roman trade

(b) Second urbanization in India

7. Assess the contribution of the Mughals to Indian art, architecture and culture. 14

OR

8. Examine the rise of Parsi entrepreneurship in British India. List the factors that contributed towards consolidation of the Parsis as an industrial community. 14

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