PG Odd Semester (CBCS) Exam., December—2017

BUSINESS ADMINISTRATION

(3rd Semester)

Course No. : MBACC–301

(Analysis of Business Environment)

Full Marks : 70
Pass Marks : 28

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. In 2016, Patanjali Ayurved Ltd. finalised its plan of investing ₹ 1,300 crore towards setting up a Herbal and Mega Food Park at Balipara in Sonitpur District, Assam. By applying the PEST framework, identify the specific variables that might have prompted the Patanjali management to go for such an investment decision in Assam. 14

2. Examine the latest status of Indian economy in terms of macro-fundamentals. How do you explain the recent slide of the country's GDP rate? 8+6=14

OR

3. Throw light on the recent trends of India's exports and imports. Has there been any structural shift in India's export-basket? Elucidate. 10+4=14

4. Tata Motors Ltd. decided to go global in a big way in 2004. What in your view were the reasons that might have prompted the company to adopt such a stance? What entry-modes companies normally adopt while they decide to go global? What mode was specifically selected by the management of Tata Motors Ltd.? 14

5. How does the monetary policy in a country help in ensuring stability and growth? Examine the major features of the monetary policy currently pursued in India. 6+8=14

OR

6. Examine the arguments in favour of transition to a cashless economy. Suggest the steps and precautions to be taken by the Government in India for ensuring a smooth transition to a cashless economy. 6+8=14

7. What does 'ease of doing business' signify? Give an idea of the 'ease of doing business' situations in India and in China. 4+10=14

OR

8. Write notes on the following : 5+5+4=14

(a) Non-equity mode of investment

(b) Status of human development in India

(c) Governance indicators

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