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63/2 (SEM-1) MBA 1.2

2021

(held in 2022)

MBA

(Theory Paper)

Paper Code : MBA-1.2 (New)

**(Business Environment And
Business Communication)**

Full Marks – 70

Time – Three hours

**The figures in the margin indicate full marks
for the questions.**

SECTION – A

1. Answer any *five* questions : 2×5=10
- (a) What is legal environment ?
 - (b) What is a joint stock company ?
 - (c) What is globalisation ?
 - (d) What are transnational companies ?
 - (e) What are technical articles ?
 - (f) What are business etiquettes ?

[Turn over

SECTION – B

2. Answer any *four* questions : $5 \times 4 = 20$
- (a) Explain with example how socio-cultural environment affect a business firm.
 - (b) What are the advantages of a private sector company ?
 - (c) What are the disadvantages of a multinational company ?
 - (d) What is non verbal communication ? What are its characteristics ? $1 + 4 = 5$
 - (e) Explain the different forms of public sector units.

SECTION – C

3. Answer any *four* questions : $7 \times 4 = 28$
- (a) Describe any form of business firm from the view point of PESTEL Analysis. 7
 - (b) What are the components of Indian financial market ? What are the main differences between money market and capital market ? $3 + 4 = 7$
 - (c) What do you know about WTO ? Describe its main functions. $2 + 5 = 7$

- (d) There is a sudden outbreak of fire in your office and you need to report the matter immediately to your boss and the head office. What type of report should you make ? And also write a report to the head office for the same matter. Also give an idea on how would you send the report.

$1 + 5 + 1 = 7$

- (e) What is report ? What are its different types and applicability ? $2 + 5 = 7$

SECTION – D

Case Study : Compulsory

4. Saminder, a fresh graduate, joined an Indian IT firm. On the first day in office, he wanted to be his natural self. So, he wore a pair of jeans and shirt and walked into the office. He got to meet his boss, and the first question, the later asked him was, 'Did you not find out about the dress code we follow' ? Saminder was perplexed. After all, he was under the impression that IT companies had a 'casual' work environment.

He was assigned to a project, and after some training, was able to give his best. He interacted

with his team mates and clients, and was happy that he was doing a very good job. A year passed by and it was time for his performance discussion. There was a shocking news in store for him at the discussion. He was rated 'one of the lowest performers' in his team. He was furious and walked into his manager's cubicle.

This is what Saminder's manager told him : 'You are diligent at work, but apart from the good work you do, there are some unwritten rules of the organisation that you must follow. I am being very open as I want you to grow in this company. Here people like to be addressed as 'sir' or 'madam' and not by their first names. However, you do not follow this practice. Calling people by their first names is offensive in this company.'

Saminder's manager once again touched upon the issue of the dress code. He said , " You are expected to wear formals on all the days except Friday. Often, I see you coming to office unshaven, shirt untucked, and wearing jazzy colours. This kind of dressing does not go well with the culture of our company. Moreover, you often come in late and work late, which disturbs the working schedule of the other team members. Here, employees are expected to come on time and leave on time.

Saminder was also told that many of his colleagues had complained that he spoke loudly on the phone while in his cubicle. 'When you pick up your mobile phone, you do not go to a private space. This has caused lot of problems to people around you', the manager said.

The manager said that when Saminder attended conference calls with clients, irrespective of what was being discussed, he kept the phone at a high volume. 'While talking, you are loud, and during informal, friendly conversations, your uses of slang and abuses have been noticed by many. You have discussed politics and got into fights with your colleagues on many occasions ?

The manager reminded Saminder that the day he joined, he had been told about the appropriate conduct expected of him. He told Saminder : 'I told you about the dress code we follow and our work culture. Saminder, you have often been found sleeping after the lunch hour on your table. During office hours, many senior managers have noticed you with a novel in hand, which definitely does not give them the right picture about you.'

A colleague of your women colleagues have complained that you have been very rude to them.

You have forwarded them emails and messages that have offended them. Saminder's manager told him.

He added, 'Remember that doing well in your job is not enough. The professional space is also about how you carry yourself.'

Questions :

- (a) On what fronts did Saminder violate the etiquettes ? 4
- (b) How can Saminder improve his image in front of his colleagues ? 4
- (c) Should he resign or take this situation as a challenge to correct it ? 4

(Theory Paper)

Paper : MBA-1.2 (Old)

(Business Environment And Strategic Management)

Full Marks – 70

Time – Three hours

The figure in the margin indicate full marks for the questions.

SECTION – A

- 1. Answer any *five* questions : 2×5=10
 - (a) What is demographic environment ?
 - (b) What is internal business environment ?
 - (c) What is a co-operative sector ?
 - (d) What is company goal ?
 - (e) What is competitive advantage ?
 - (f) What is company acquisition ?

SECTION – B

- 2. Answer any *five* questions : 4×5=20
 - (a) What are the advantages of privatisation ? 4

- (b) Write a short note on Special Economic Zone. 4
- (c) Write a short note on Foreign Direct Investment. 4
- (d) What is strategy planning? Discuss its levels. 1+3=4
- (e) Distinguish between core competency and competitive advantage. 4
- (f) What are horizontal mergers and vertical mergers? 2+2=4

SECTION – C

3. Answer any *five* questions : 8×5=40

- (a) Discuss the components of business environment.
- (b) Discuss liberalisation, privatisation and globalisation with their benefits.
- (c) What are the steps followed in strategic decision making?
- (d) Describe the management tools used in strategy implementation.

- (e) What are the six consumer rights? What is the importance of Consumer Protection Act, 1981? 6+2=8
- (f) What is turnaround management? Explain the stages of a turnaround process. 2+6=8