

the way out so that the four groups of nations viz. developed nations, developing nations, least developed nations and under-developed nations could agree on this issue ? 7

SECTION—C

5. To foster tourism industry in every State, Govt. of India has launched advertisement campaigns in a big way highlighting the significant tourist's spot of the state. In this list has been added recent states like West Bengal and Odisha, J&K, Arunachal Pradesh, Rajasthan, Gujarat etc. However, there are other related issues like law and order situation of the state, cleanliness and general ambience of the state and the sense of hospitality impact the people of the state. These issues play more important roles in fostering tourism dept. of the state. Arranging events at tourist places and inviting celebrities, international leaders from different walks of life as the State government would further strengthen the tourism environment in these states and share in them cause economic development.

(i) Do you agree with the advertisement policy of State govt. to grow its tourism industry ? Explain. 7

(ii) What tourism sector reforms in this case situation would you recommend and why ? 7

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M.B.A. (Semester—II) Examination

BUSINESS ENVIRONMENT

Paper—MBA/201

Time—Three Hours]

[Full Marks—70

Note :— (1) Attempt ALL questions.

(2) Figures to the right indicate marks.

SECTION—A

1. (A) "Industry is a group of companies producing products and/or services of homogeneous nature that compete directly with each other." Explain the statement in the light of concept and types of industries. 14

OR

- (B) "Economic policies and conditions of a nation affect the growth and development of its industries and companies." Discuss the statement in the light of economy-industry-company interface. 14

SECTION—B

2. (A) Define the term 'business environment'. List out different types of external environmental factors. 7

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(Contd.)

- (B) Maruti Suzuki's Alto is claimed to be the world's best in small car segment. The Tata Motor's Nano is threatening the status of Alto in India. Make a brief external environmental analysis of Indian small passengers car segment highlighting the unfavourable factors affecting Maruti Suzuki.

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OR

- (C) "The strengths and weaknesses of an organisation lie in its internal environment." Explain the statement.

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- (D) Petrol and diesel are hugely used by transport companies and its fall in prices during last six months should prove to be an opportunity for this sector. Make a business environment analysis of the Indian transport industry in the light of downward revision of petroleum prices both nationally as well as internationally.

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- 3 (A) Describe Special Economic Zones (SEZs).

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- (B) SEZs have proved to be better for EOUs set up in China. Its premises due to the benefit of ten years tax holidays to these units, however, EOUs falling outside the SEZ premises do not attract these benefits. Is there any discrimination by the govt. between EOUs on this account? How would you justify this situation?

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OR

- (C) What is social audit? What are the activities covered under social audit? Explain in brief.

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- (D) Present a brief social audit report of a mall nearby your residence or a retail shop you reside by the side giving a note on its social sensitivity.

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4. (A) Describe the impact of trading blocks like SAARC, ASEAN, AFTA etc. on Indian businesses.

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- (B) In spite of the fact that India is a member of SAARC, one of its agricultural products namely onion is hit by soaring prices almost every alternate year in its domestic market. The price of onion goes beyond 60/- a kg. at times whereas the price of same onion in Pakistan, the neighbouring country and also a member of SAARC remains less than Rs. 10/- a kg. What underlying reasons you find? Explain.

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OR

- (C) List out the important WTO agreements with its brief explanation.

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- (D) One of the contentious issues in WTO is related to trade and tariff agreement pertaining to agriculture. WTO members greatly disagree on this issue making it contentious and that resulted into no resolution on the issue so far, however, the WTO deadline for arriving at all agreements was the year 2005. What do you think could be