

US \$ 4 billion in FY 2010-11 is expected to reach over US \$ 11.6 billion by 2017, according to a report of Global Industry Analyst. The biopharma industry, which constitutes 60 percent of the biotech industry in India, was at US \$ 2.3 billion in 2010-11, vaccines, insulin, erythropoietin and monoclonal antibodies have been the mainstay of the biopharma segment.

The largest revenue share of the biotechnology industry comes from export, this reflects the continued focus of Indian biotech companies on international markets. Segments such as bio-pharma, bio-informatics and bio-services represent a substantial chunk of the export market. Bio-industrial and bio-agriculture generate the major share of revenues for the domestic market.

Special designed SEZ are there in Pune and Bangalore for specialized sector of Biotechnology known as BT Park which helps to develop the companies/sector with special attention.

Questions :

- (i) Critically analyse the case. 6
- (ii) Suggest the various measures to develop the Bio-technology Business/Sector in India. 8

M.B.A. (Semester—II) Examination

BUSINESS ENVIRONMENT

Paper—MBA/201

Time—Three Hours] [Maximum Marks—70

Note :—(1) ALL questions are compulsory.

(2) Figures to the right indicate marks.

SECTION—A

1. (a) Explain the concept of Business with its scope, nature and important characteristics. 14

OR

- (b) Explain the vision, mission and objectives of business enterprises with appropriate examples. Also discuss the classification of business enterprises. 14

SECTION—B

2. (a) Explain the concept of Business Environment. 7
- (b) Suresh wants to establish a dairy firm. What type of Environmental Analysis he has to carry out in order to develop further ? 7

OR

(c) Explain the controllable environmental factors.

7

(d) The recent conflict between Vodafone and Govt. of India is a classic example of Business-Govt. relationship. The issue was about the tax avoidance by Vodafone. How do you see this ? Suggest Vodafone a suitable PR-strategy.

7

3. (a) 'Without social approval and sanction, no business can survive.' Do you agree with this statement ? Justify your answer.

7

(b) Explain the important considerations to be made for conducting the Social Audit of India-Bull Power Plant at Amravati.

7

OR

(c) What do you mean by Foreign Direct Investment ? How it is relevant today for business and economic development ?

7

(d) Due to very poor response of Business world and growing pressure of people, the State Govt. has cancelled several economic zones in Maharashtra. What is wrong with this system ?

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SECTION—C

4. (a) Comment on, in detail, the past LPG scenario of business with reference to competition.

7

(b) What do you understand by Disinvestment ? Explain with example.

7

OR

(c) Explain various WTO agreements regarding Tax Reforms.

7

(d) Discuss LPG scenario in India in brief.

7

SECTION—D

5. Over 350 companies operate in the Biotechnology sector in India. Some of the major players being Biocem, Serum Institute of India and Panacea Biotech.

The key market drivers that will push growth in this sector are foreign investment, growing R and D and infrastructure investment, drug discovery and growth in manufacturing outsourcing to India. A number of internal factors will also contribute to growth, such as increasing size of population, rising incidence of life style diseases, large pool of skilled scientists, substantial infrastructure facilities and supportive governmental policies.

The biotechnology industry which stood at