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10MBA22

**Second Semester MBA Degree Examination, June / July 2013**  
**Indian Business Environment**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR questions, from Q.No.1 to Q.No.7.**  
**2. Q.No. 8 is compulsory.**

- 1 a. What is reverse repo rate? (03 Marks)  
b. Discuss the different concept of National Income. (07 Marks)  
c. What are the objectives of Industrial policy? State its merits and demerits. (10 Marks)
- 2 a. Explain the characteristics features of Indian Economy. (03 Marks)  
b. Briefly explain the various tools of credit control used by Reserve Bank of India. (07 Marks)  
c. Define the term Human Resource Development. Explain its importance. (10 Marks)
- 3 a. Distinguish between privatization and disinvestment. (03 Marks)  
b. Examine the SWOT analysis of Indian Economy. (07 Marks)  
c. Discuss about the recommendations of the Narsimhan committee on banking structure reforms. (10 Marks)
- 4 a. Define Human Development Index. (03 Marks)  
b. State the characteristics of Business cycle. Elucidate the phases of business cycle. (07 Marks)  
c. Elucidate the internal and external environment of business. (10 Marks)
- 5 a. Give the meaning of diversification. What are the types of diversification? (03 Marks)  
b. Analyse the role and functions of Central Bank of India. (07 Marks)  
c. Describe the recent technological development in Indian Banking. (10 Marks)
- 6 a. Carry out the objectives and functions of World Trade Organization. (03 Marks)  
b. What are the difficulties in measuring National Income? Explain. (07 Marks)  
c. Explain briefly the structure of Indian Financial system. (10 Marks)
- 7 a. Bring out the difference between Bank Rate and Repo rate. (03 Marks)  
b. What are derivatives? List out the various functions performed by derivative market. (07 Marks)  
c. Define Fiscal policy. What are its objectives? Explain the instruments of fiscal policy. (10 Marks)

**8 CASE STUDY :**

Ashok Leyland is one of the largest manufacture of commercial vehicles in India. They also makes vehicles for defence and other special applications, engines for industrial purpose, gensets and ferrous castings.

They were the first to introduce compressed natural gas (CNG) buses in Delhi. It is of great demand now. They are also likely to bag more gains from the rising exports of auto and auto ancillaries. Ashok Leylands traditional strength is built around its skilled manpower, which is capable of producing quality products at a competitive cost.

The entry of global companies like General Motors, Ford, Honda, Toyota etc., in the Indian market has propelled Indian manufacturers to facilitate work on global production, quality and delivery systems. Ashok Leyland is also forced to achieve International competitiveness to survive.

The Company is now focusing on maximum effective utilization of resources. They have initiated cost saving measures in the operations side, including a voluntary retirement scheme. They are focusing on consumer – centric approach. They are trying to give much attention for commercial vehicles and expand their product range in the top and low weight segments. They are also likely to invest more in these segments for product upgradation to suit the requirements of various exports market.

**Questions :**

- a. Elucidate the performance of Ashok Leyland. (05 Marks)
- b. Ashok Leyland has to achieve International competitiveness. Why? (05 Marks)
- c. Carry out the SWOT analysis of Automobile Industry. (05 Marks)
- d. What strategies you would adopt to improve the performance of the company? (05 Marks)

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