

Total No. of Printed Pages : 2

Total No. of Questions : 10



MBAH 453

Sl.No. : 0487

II Semester M.B.A. Degree Examination, May 2018

BUSINESS ADMINISTRATION

Indian Business Environment

Time : 3 Hours

Max. Marks : 70

SECTION - A
(Compulsory)

Sri Dhamasthala Manjunatheshwara
College of Business Management, Mangalore
Post Graduate Centre for Management
Studies and Research Library

Note : Answer to this question should not exceed six pages.

(1 × 15 = 15)

Q1) Elucidate the components of Indian economic environment.

SECTION - B

Note : Answer any five of the following questions. Each question carries eight marks.
Answer to each question should not exceed five pages (5 × 8 = 40)

Q2) Explain the significance of environment analysis to business.

Q3) Discuss the plant level impact of technology on Business.

Q4) How mixed economy is helpful for developing countries Business. Explain.

Q5) Elucidate the advantages of GST.

Q6) Discuss the importance of FDI for Indian economy.

Q7) Describe the status of technology in India.

Q8) How fundamental rights influence business? Explain.

Q9) Explain the effects of levels of culture on business.

SECTION - C
(Compulsory)

Note: Answer to this question should not exceed six pages.

(1 × 15 = 15)

Q10) Yoga, an ancient Hindu philosophical practice, was claimed to be developed in the northern parts of India nearly 5000 years ago. It combined body movements and fixed postures with meditation, spiritual, and holistic exercises. According to the International Yoga Federation, over 300 million people were practicing yoga all over the world by 2008. Yoga gained high popularity and worldwide recognition due to its manifold benefits and overall growth of an individual in terms of body, mind and soul. Western countries have taken this a step forward and develop it as an industry, by standardization of its training and development practices. The growing business potential prompted yoga teachers in US to rush for patenting. India raised strong protest through all its channels and US admitted that patents were given for yoga related products made in US but not to yogic postures. India became alert and had set up a resource team to research and standardize yoga postures, to ensure owning and developing yoga.

Questions:

- a) How are patents crucial in developing businesses and acquiring business leadership?
- b) What impact would the US patents have on the practice of yoga?
- c) Discuss the significant measures that India needs to take in developing its leadership in the yoga market.

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