

MBAH 203

Second Semester MBA Degree Examination, Nov/Dec 2024
Business Administration
Indian Business Environment

Time: 3Hours

Max. Marks: 70

Section- A

(Compulsory)

Answer to the question should not exceed 6 pages

(1X15=15)

1. Explain the objectives, challenges, and outcomes of the 1991 economic reforms and their impact on India's economic growth and development.

Section- B

Answer any five questions. Each Question carries 8 marks. Answer to the question should not exceed 5 pages

(5X8=40)

2. Discuss the importance of environmental scanning for business firms in strategic planning and decision-making.
3. Describe the impact of the political landscape on corporate decision-making and operations.
4. Explain the impact of economic reforms on poverty reduction in India.
5. How do factors like education, health, and skill development influence the overall quality of the population?
6. Write a note on the primary, secondary, and tertiary sectors of the Indian economy.
7. Discuss the role of small-scale and cottage enterprises in reducing poverty and income inequality in India.
8. Explain the significance of Special Economic Zones (SEZs) in promoting India's foreign trade.

Section - C (Compulsory)

Answer to this question should not exceed 6 pages

9. The Tata Group, founded in 1868 by Jamsetji Tata, is one of India's oldest and largest conglomerates. With operations in over 100 countries across six continents, the Tata Group has a significant presence in various industries, including steel, automobiles, IT services, consumer goods, and hospitality. The group's success is marked by its commitment to innovation, ethical business practices, and social responsibility.

The Tata Group, founded in 1868 by Jamsetji Tata, has undergone a remarkable evolution marked by several key phases. During the Founding and Early Expansion (1868-1947) phase, the group was established with a strong vision of nation-building, setting up pioneering enterprises such as India's first steel plant, hydroelectric power plants, and technical institutions, with a focus on creating a self-reliant industrial base. In the Post-Independence Growth (1947-1991) era, following India's independence, the Tata Group diversified into new industries including chemicals, automobiles, and telecommunications. Despite operating in a controlled

economy with stringent regulatory constraints, the group continued to expand its footprint, emphasizing quality and innovation. The Liberalization and Global Expansion (1991-2010) period was marked by the economic reforms of 1991, which opened up new opportunities for growth. The Tata Group capitalized on these reforms by entering new markets and acquiring global companies, with notable acquisitions such as Tetley Tea, Corus Steel, and Jaguar Land Rover significantly boosting its international presence. In the Consolidation and Sustainability (2010-Present) phase, the Tata Group has focused on consolidating its businesses, enhancing operational efficiency, and embracing sustainability. This period has seen initiatives such as restructuring to streamline operations, investing in renewable energy, and expanding digital and e-commerce ventures. Despite its impressive achievements, the Tata Group faces several challenges including fierce global competition, navigating complex regulatory environments across different countries, balancing growth with environmental sustainability and social responsibility, and the continuous need for innovation to stay ahead in rapidly evolving industries like technology and automotive. The group's ability to adapt and innovate while maintaining its commitment to ethical business practices and social responsibility has been central to its sustained success and prominent position in the global market.

Questions

1. Analyse the strategies adopted by Jamsetji Tata in the founding and early expansion of the Tata Group. How did these strategies lay the foundation for the group's future growth?
2. Identify the key initiatives taken by the Tata Group to consolidate its businesses and enhance operational efficiency in recent years.
3. Discuss the current challenges faced by the Tata Group in maintaining its competitive edge. What strategies should the group adopt to address these challenges and ensure sustained growth?

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