

10906

First Semester M.B.A. Degree Examination, August/September 2021

(CBCS Scheme – 2014-15 onwards)

Management

Paper 1.6 – BUSINESS AND INDUSTRY

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

Answer any **FIVE** questions. Each question carries **5** marks :

(5 × 5 = 25)

1. Explain Manorial and Feudal system.
2. Explain Core and Support business processes.
3. Write a short note on forms of enterprises.
4. Explain the nature of Indian economy.
5. What is the impact of Covid-19 pandemic on Tourism and Health care industry of India?
6. What do you mean by CSR? Explain CSR Rule as per Companies Act 2013.
7. Discuss the challenges faced by startups and MSME sector in India.

SECTION – B

Answer any **THREE** questions. Each question carries **10** marks :

(3 × 10 = 30)

8. Unexpected event that threatens to harm the organization or its stakeholders is a challenging task to most of the organization. Explain in detail the types and stages of crisis and how to manage such crisis.
9. Explain in detail the current entrepreneurship eco system and start-up eco system of India.
10. Explain the recent trends and future scenario of the three major sectors namely Agriculture, Manufacturing and Service on Indian economy with proper example.
11. Whether new economic policy 1991 of India created a big impact on the Industry? Explain the objectives, features and impact of new economic reforms in detail.

10906

SECTION - C

Compulsory question :

(1 × 15 = 15)

12. Case Study :

Pain of Partnership

Mahesh and Raja met while working at a Compaq disc production company. Mahesh was in charge of editorial and production, Raja ran the sales force. Mahesh decided to start his own company and invited Raja to join him. Raja would handle sales and administration, while Mahesh managed the clients and directed production.

MR communications seemed like a perfect partnership. Things seemed to be going well, and they even landed a major project.

As time went by, raja decided that he wanted a "creative" job too. He spent most of his time producing Compaq discs rather than looking for new business. Mahesh's loyalty to Raja made him blind to many things that were obvious to others. Because of their friendship, he trusted that Raja was taking care of his side of the business. As it turned-out, Raja was not very good at the tasks he had taken on. He made mistakes that reduced expected profits. He was not making new sales contacts, which was supposed to be the main part of his job. If that were not enough, the feeling that he was letting his friend down made Raja feel even worse. Raja began to avoid talking to Mahesh. He stopped coming into the office. Finally he stopped returning phone calls.

By the time Mahesh realized what was happening to the business, it was too late. There were no new sales. What Mahesh thought were profits was the result of Raja not paying their bills. Mahesh was left with more than Rs.5,50,000 in unpaid bills and other debts. A tearful message on the answering machine from Raja "I am moving out to Chennai for a while. Sorry it did not work out".

It took Mahesh three years to dig-out of the financial mess and get his new company up and running successfully.

Questions :

- (a) How could Mahesh and Raja have avoided the problems that led to the end of their partnership?
- (b) Why is this situation a good example of the difficulty in maintaining partnerships between friends?
- (c) What are the challenges faced by partnership firms in the current competitive world?