



10906

**I Semester M.B.A. Degree Examination, July 2022
(CBCS Scheme)
MANAGEMENT**

Paper – 1.6 : Perspectives of Business and Industry

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions, **each** carries **5** marks : **(5×5=25)**

1. What do you understand by business ? Explain its role and importance.
2. Write a short note on the structure of Indian Economy.
3. Discuss the entrepreneurship culture in India.
4. Describe the meaning of crisis. Explain the various stages that are involved in crisis.
5. Discuss the role of Badegari sector in Indian Business.
6. Elucidate the importance of Swadeshi Movement for the growth of Indian Business.
7. Define and explain the role of Voluntary Organizations.

SECTION – B

Answer **any three** questions, **each** carries **10** marks : **(10×3=30)**

8. Explain the recent trends and future scenario of Indian services sector.
9. Discuss the linkage of IT and ITeS system with manufacturing and agriculture.
10. Write a brief description on the present status and performance of food processing, textiles and tourism industry.
11. Explain the Industrial Policy, 2014 and its importance to Indian Business.
12. Discuss the different types of NGO's.

P.T.O.



SECTION – C

Compulsory question :**(15×1=15)**

13. Case study :

In 2009, Maclaren issued a recall for every stroller it had sold in the US for a decade, which was around 1 million units. The strollers were recalled so that a cover could be mounted to stop amputation of a baby's fingers, which ought to show up if the toddler were to be in the stroller in the incorrect spot. As a luxury brand, this incident proved to be detrimental even though it was a case of misuse of the product and not a manufacturing defect. Experts are of the view that Maclaren did take the correct step in the aftermath of the recall, asking for a fast track recall from the Consumer Product Safety Commission and soon as it started spreading through the press, saving face and in addition embracing a mission of toddler safety.

Questions :

- Explain the business dimensions and growth of Maclaren.
- Is it a correct step that was taken by Maclaren to protect baby's ? Explain.