## EXECUTIVE M.B.A. DEGREE EXAMINATION, MAY - 2015

### First and Second Years

### Paper – II : BUSINESS ENVIRONMENT

**Time : 03 Hours**                                      **Maximum Marks : 75**

### SECTION-A                                        *(3 x 5 = 15)*

#### *Answer Any Three of the following*

1) a) Components of legal environment.

   b) Indicators of industrial sickness.

   c) Plan holiday.

   d) Foreign collaboration.

   e) DSC.

   f) Social justice.

### SECTION-B                                        *(3 x 15 =45)*

#### *Answer Any Three of the following*

2) Explain the changing role of govt in business.

3) What are the structural dimensions of Indian economy.

4) State the significance of small scale sector.

5) Bring out the evolution of Industrial policy.

6) Enumerate the causes for imbalance in India's balance of payments.

7) Enumerate the reforms introduced in the financial sector.

8) Software revolution has surpassed all other revolutions by playing a cardinal role in almost every branch of human activity viz., Education health care, services, the railways, the civil aviation, banking, insurance, manufacturing, government, media, entertainment, defense services and wide range of other sectors. History has been witness to a revolution that has transformed human revolution that has transformed human life and its day-to-day activities beyond description. Several global players have made is possible for us to become part of this global village. The fact that India is making this digital revolution happen, must make every Indian proud of his country, its great reservoir of talent and kind of leadership endowed with a futuristic vision.

Not to be left behind at any cost in the crazy race for a pride of place in 'Global village' India too had put in efforts to reach to front line in information technology. Software technology parks and cyber towers dot the landscape in Thiruvananthapuram, Bangalore, Chennai, Hyderabad and other cities. The in thing now is , digitization of information which has changed the way we work, play, communicate and live. Once information if digital, it can be shared duplicated, transferred and edited  with ease and it is this synergy that would revolutionize every sector of the economy.

India has done very well in the field of software exports as well as export of IT enabled services to all rich countries including USA, UK, Germany, Japan etc., The records are enviable. The entire world is now moving towards E-commerce and E-business. By 2008, India would contribute nearly 4% to 5% of the total E-commerce business. Says Mr. Jayakrishna, Secretary. Union department of I.T. it is now ten years since Microsoft has been operating in India. Its CEO Mr. Gates visited India first in 1997 and made his second visit in September 2000, so many things have been seen within span of 3 years, Gate has hailed India as an IT super power and was all praise for the high quality of skills of India's software professionals. He said "the key is quality of the human talent, here. When people do software projects in India they do so because this is the place they can find people with the latest skills. For the

Microsoft   R and D centre in Cyberabad ( Hyderabad), Mr. Gates announced a additional 55 million dollar over the next three years to enhance the capacity and drive.

On September 14th 2000, the Bangalore based Infosys technology and Microsoft entered into a strategic global alliance for developing business solutions in areas of customer relations management, E-commerce, Financial services and Insurance. The two companies would also undertake joint marketing and account planning. Microsoft and Wipro have also decided to strengthen their ties through  collaborative approach by which Wipro can implement Microsoft platform based E-commerce projects. They could also work together on expanding opportunities in the Indian markets with the Indian firm emerging as the largest systems integrator in the country.

**Questions:**

i)      How India is involved in digital revolution? Why large MNCs choose India;

ii)     Give examples of Indian IT industry going global; and .

iii)    If you are head of marketing of large IT Company in India, what would be your long term marketing strategy?

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