

School of Management and Social Sciences

Business Environment (SB301)

End Semester Exam, Dec.2006

O/C 1
16/12/06
M. Marks: 45
86

Note: Attempt Only five questions in all. Question 1 is compulsory. Attempt all parts of Questions at one place

Time: 3 Hrs

- Q1 Write answers in two to three lines to the following questions: 1x9
- i Differentiate between Technology Management and Technology Assessment
 - ii Five principal reasons why products have finite lifetimes
 - iii What will be likely growth of Indian Economy in the next three years and Why?
 - iv What is impact of Reforms on Poverty?
 - v What can be done to boost exports?
 - vi What are the pressing environmental problems?
 - vii Why has stock market slumped?
 - viii What role do FII's play?
 - ix Differentiate between invention and Innovation
- Q2 a You are a recruiter for an executive recruitment firm that has recently been retained 5
by one of the largest corporations in the United States to find appropriate candidates for the position of President of the corporation. If the corporation hires one of the candidates you find then your firm will receive one third of the President's cash compensation — salary and bonus, an amount in excess of \$750,000. Several weeks into the recruitment process it becomes clear to you that the company has gone about the search in a severely flawed way, making it highly unlikely that it will find the kind of candidates it needs. The Board of Directors, in your judgment, has allowed the CEO to control the search. It is clear to you that he wants someone who will be deferential towards him, which, in your judgment, will make it extremely difficult to attract the most highly qualified candidates. You discuss the issue with your superior. She says that given the intensely competitive environment for executive search firms, it would seriously disadvantage your firm to offend the Board of Directors of one of America's largest corporations. She reminds you that the Board of Directors is responsible for hiring the President of the Corporation. A recruitment firm, she says, bears no legal liability if a candidate it presents to a company is hired and proves unsuccessful in his position. What should you do in this situation, and why?
- b Discuss the issues involved in globalisation. Globalisation allows a number of 4
MNCs to enter India. Is it healthy for the economy? Do MNCs also bring some problems with them?
- Q3 a Explain the impact of Technology on society. Bring the salient features of our 4
technology policy?
- b Differentiate between:
- i cross cultural values of Japanese and Americans 2.5
 - ii High and Low Context Cultures 2.5
- Q4 a Can FDI be a substitute to domestic Investment? Discuss taking the case of India. 4.5
b What comes under legal environment? What impact can it have on Business? 4.5
- Q5 a i What are the rules for doing Business across Cultures? 2
ii Discuss Maslow's approach to the study of culture and discuss its relevance in 3
international marketing citing examples
- b Describe briefly the growth and role of regional trading arrangements (RTA's) 4
- Q6 a Discuss the possible Impact of South East Asian countries Crisis on :
i Global trade of South East Asia 2
ii FDI and Portfolio investment in India and Thailand 2
b Explain the following:
i WTO ii Sixth ministerial conference 3, 2