



PJ – 674

I Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
MANAGEMENT
Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all the Sections.

SECTION – A

Answer **any five** of the following, **each** question carries **5** marks. **(5×5=25)**

1. Explain the internal factors influencing business.
2. Explain the types of productive system.
3. Discuss the linkage of information technology and agriculture sector.
4. How to resolve the farmers issues in India ? Advice as a management consultant.
5. Explain the importance of insurance sector and its recent trends in India.
6. Discuss the challenges of changing manpower requirements in an organisation.
7. Explain the CSR Rules 2013 as per Companies Act.

SECTION – B

Answer **any 3** of the following questions. **(3×10=30)**

8. Explain the scope and coverage of NGO's in India. How NGO's are beneficial to Government and civil society.
9. Being a management student what is your suggestions for non-physical damage crisis in a business. Explain with live examples.
10. Explain the impact of Swadeshi movement on domestic business. Is it having any Impact after LPG era.
11. Explain the recent trends and challenges of manufacturing sector and its growth as a pillar of Indian economy.

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SECTION – C

12. Case Study (Compulsory).

(1×15=15)

Case 1.2 : Channapatna – Facing the onslaught of competition from China.

The toy town on the Bangalore-Mysore highway – Channapatna – may well be called 'Chinapatna' – given an amazing array of toys coming in from the land of the dragon. High input costs and the China advantage are the two big factors plaguing the desi toys. Channapatna, located 60 km from Bangalore, has a population of 70,000 and the mainstay industry here was 'making of toys'. Today, only 5000 artisans are left in this profession. 50% artisans have moved to Bangalore. Some are selling Chinese toys.

Syed Yakub Miyan, an artisan hit hard by the China wave says, "Chinese toys are cheaper and they are everywhere. They are in demand though they don't meet the safety standards as we do". Yogananda, who runs a family shop on the Bangalore highway says, "People want goods at low price, even if they are hazardous and sub standard. Our toys are non-hazardous and durable, yet people buy Chinese goods as they are cheaper".

The increase in input costs is another challenge for the local toy makers in Channapatna. The price of lacquer (polish), a key element in making toys, has more than doubled from Rs. 700 last year to Rs. 1,650 now. There are only 60 shops in Channapatna now. Many skilled craftsmen from Neelasandra, a village located 5 kms from Channapatna, were specializing in key chains, wooden mats and jewellery items. Ten years ago, 90% villagers were involved in manufacturing such tiny products. Now, 70% of them have shifted to other occupation. A teak mat costs Rs. 1,500 but a Chinese mat costs Rs. 250. Villagers say, "There are no buyers for our quality products". The role of government has come under scrutiny. "Successive governments have not taken note of our plight", says an artisan from Channapatna. There is a 'Karnataka Handicrafts Development Corporation' which has helped 254 artisans so far.

Questions :

- 1) How can the government help the poor artisans of Channapatna to support revival of their business ?
- 2) How can these toy makers beat the competition from China ?
- 3) What support can be offered by NGOs/Non-profit organisations to protect the livelihoods of the artisans from Channapatna ?