



PG – 125

I Semester M.B.A. (Day) Degree Examination, February 2012
(2007-08 Scheme)
MANAGEMENT

Paper – 1.7 : Business Perspective

Time : 3 Hours

Max. Marks : 75

SECTION – A

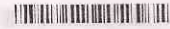
1. Answer **any six** questions, **each** question carries **2** marks. (6×2=12)
- What do you mean by technology transfer ?
 - Define a joint stock company.
 - What is GNP ?
 - List the objectives of monetary policy.
 - State the levels of Globalisation.
 - What do you mean by business perspective ?
 - Mention the important objectives of business.
 - What do you mean by code of conduct ?

SECTION – B

Answer **any three** questions, **each** question carries **eight** marks. (8×3=24)

- How do changes in government policies trigger changes in business environment ?
Can policy changes be anticipated ?
- Write the importance of values in modern business.
- Explain the effects of Inflation on various segments of the economy.
- Do you feel code of conduct of a corporate really helps ? Discuss they versus practice.
- Discuss the reasons and consequences of industrial sickness.

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SECTION – C

Answer **any two** questions, **each** question carries **twelve** marks.

(12×2=24)

7. Discuss the major challenges facing small scale industry. Do you think that economic reforms have hit the segment the most ?
8. Explain the nature and current state of India's foreign trade environment. Is the environment friendly to Indian exporters and foreign investors ? Discuss.
9. a) Explain the reasons for government interaction in the business.
b) Explain the role of agricultural sector in national growth.

SECTION – D

10. Case study (**compulsory**) :

(15×1=15)

A small group of uneducated started a new venture of carrying lunch boxes in Mumbai to office going people. The 'Tiffinwallas' as they are commonly called in Mumbai is household name for good reliable service. It has become a profit making industry and grown over the year.

The Mumbai Tiffinwallas are international figure now thanks to Forbes global. The Forbes story details the efficiency with which they deliver the tiffins to their customers. Around 5000 tiffinwallas deliver 1,75,000 lunches everyday and take empty boxes back. They make ONE mistake in ONE month. This means there is one error on every million transactions. This is thus a six sigma performance a term used in quality assurance. – If the percentage of correctness is 99.999999 – that is defect rate 3.4 in a million operations, the performance which has made companies like Motorola world famous for their quality.

Mumbai Tiffinwallas have achieved a level of service to which western businesses can only aspire. 'Efficient organisation' is not the first thought that comes to mind in India, but when the profit motive is given reign, anything is possible. To appreciate Indian efficiency at its best watches the tiffinwallas at work. These are the men who deliver one lakh lunches or breakfast each day to offices and schools throughout Mumbai the business capital of India. Lunch is in a container consisting of a number of bowls each containing a separate dish held together in a frame.

The meals are prepared in the homes of the people who commute into Mumbai



each morning and delivered in their own tiffin carrier. After lunch the process is reversed and what a process ? In its simplicity 5000 tiffinwallas make a mistake only above once every two months. According to Raghunath Megde, president Mumbai tiffin men's association. That one error is every 8 million deliveries or 16 million if you include the return trip. If we make 10 mistakes a month no one would use our services, says the craggily handsome Megde. How to they do it, the meals are picked up from the commuters home in the suburbs around central Mumbai long after the commuters have left for work, delivered to them on time, then picked up and delivered home before the commuters return. Each tiffin carrier has painted on its top a number of symbols like square, rounds, triangles and different colours which identify where the carrier was picked up, the originating and destination stations and the address to which it is to be delivered.

After the tiffin carrier are picked up, they are taken to the nearest railway station, where they are sorted according to the destination station between 10.15 a.m and 10.45 a.m, they are loaded in crates into the baggage cars of the trains. At the destination station they are unloaded by other tiffinwallas and resorted, this time according to the street, address and floor. The hundred kilos of crates are carried on tiffinwallas heads, hand wagons and cycles. These are delivered on the time at 12.30 p.m. picked up at 1.30 p.m and returned where they came from. The charge for these extra ordinary services is just Rs. 150 per month. Enough for the tiffinwallas who are mostly self-employed to make a good living. After paying rupees 60 per crate and 120 per men per month to the western railway for transport the average tiffinwallas clears about Rs. 3,250/-. Of the sum rupees ten goes to the tiffin men's association. It is the fruit of hard and demanding work of tiffinwallas.

Co-ordination and minute to minute precision is the hall mark of the work. Six days a week and all round the year. An eye on accuracy of work brings in the quality level. After minimal expenses the rest of the rupees 50,000 association collects goes to the charitable trust that feeds the poor. Super service and charity too. Can anyone ask for more ?

Questions :

- 1) Discuss volume of work involved in the job of Mumbai tiffin carrying.
 - 2) What are entrepreneurial qualities of 5000 tiffinwallas ?
 - 3) How tiffinwallas got fame as six sigma level service providers ?
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