



PG – 808

I Semester M.B.A. (Day) Examination, February/March 2014  
(2007-08 Scheme)

MANAGEMENT

Paper – 1.7 : Business Perspective

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. (6×2=12)
- What is exchange rate ?
  - What is a sick company ?
  - Define fiscal deficit.
  - Define small scale industry.
  - Who is an entrepreneur ?
  - Define foreign trade.
  - What is GNP ?
  - What is money supply ?
  - What is a repo rate ?

SECTION – B

- Answer **any three** of the following. **Each** question carries **8** marks. (3×8=24)
- Describe the need and benefits of business ethics.
  - Discuss the impact of political environment on business.
  - What are the incentives given to SSIs in India ?
  - Discuss the social responsibilities of business.
  - Explain the appropriate technology policy for India.

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## SECTION – C

**Note :** Answer any two of the following. Each question carries 12 marks. (2×12=24)

7. Discuss how fiscal policy helps in creating employment opportunities in the country.
8. Discuss the key indicators of economic development.
9. Discuss the factors influencing globalization.

## SECTION – D

**Note :** Answer the following Case Study. This question is compulsory. (1×15=15)

**10. Nash Engineering : 100 Years of Evolving Family Commitment.**

As a multi-generational family business with a 100-year history in industrial engineering, the Nash Engineering Company had turned many challenges into opportunities. But in the late 1990s, the market for their products collapsed. The family and executive managers were faced with several options. Should they try to continue as a stand-alone organization ? Should they pursue a strategic acquisition ? Should the family sell Nash Engineering ? There were many factors to consider , among them individual shareholders need for dividends and liquidity and the family's sense of pride in their heritage.

Posers :

- a) What could be reasons for the present problems of Nash Engineering Company ?
  - b) If you were the owner of this business how would you react ?
  - c) How does the change in business environment affect the companies like the Nash Engineering Company ?
  - d) List the changes that are taking place in the Indian economy that may affect the businesses like the Nash Engineering Company.
  - e) What was the best solution for the business and the family ?
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