

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

MBA/BBA/Integrated MBA [III-Semester]

Subject Name: BUSINESS ENVIRONENT

MM: 75

Subject Code: BBA(I)-C-10

Time: 03Hours

Email Id of the Examiner: sammozumder97@gmail.com

Email Id of the Assistant Superintendent of Exams: assistant.superintendant2021bba@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: Rabia Shaheen-2017-334-032-BBA-V-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q.1 Read the below situation carefully;

Since its inception, Dress India Ltd. has witnessed a continuous growth in Indian domestic market. Now they are planning to extend their operation to Japan and it will be their first foreign market entry. Dress India known for its quality garment.

- a. Suppose you are assigned to prepare SWOT analysis for Dress India, how will you approach and carryout the same? (6M)

- b. As a decision maker of Dress India Ltd. which foreign market entry strategy will you initiate and why? (6M)
- c. List down major social cultural barriers for Dress India in Japan. (3M)

Q.2 "The Indian corporate sector has come face-to-face with several challenges due to government policy changes in business and industry".

- a. Explain any five such changes in detail. (8M)
- b. Explicate major challenges facing by private sector in India due to COVID-19. (7M)

Q.3 How will you do branding for a startup in footwear sector? Explain the role of Social Responsibility of Business for community development. (15M)

Q.4. "Globalization makes the Business World easier but at a same time numerous international trade disputes happened."

- a. In support of above statement, elucidate two major India's trade disputes with other countries and discuss how WTO played role to resolve the disputes. (8M)
- b. Elucidate various factors effecting FDI in India. (7M)

Q.5 Read the below case study carefully;

Singhal Printers Limited (SPT) is a famous company of Printing Industry. Its main business is to print the Greeting Cards of Deepavali, Eid, Christmas, Gurpurab and other festivals. The Greeting Cards of this company are well known throughout India. The Government made such changes in its Tax Policy recently which have had a positive impact on the Printing Industry. One negative factor noticed with regard to this Industry is that now people have started preferring internet and mobile to Greeting Cards on festivals and other occasions. Similarly, it has also been noticed that in Printing Industry only those companies are earning profits which have adopted modern technology. Recently, the new Central Government of the country decided to establish Industrial Estate in the name of Printing Club' for the development of this industry. Also a decision to simplify the process of Industrial Disputes of Printing Industry in the country was taken. The Managing Director of SPT made a thorough study of the business environment. He arrived at the conclusion that the business environment is a group of not one but several factors. All these factors affect business in some or the other form. Business has no control over them. Business has to mould itself in accordance with them. (15M)

- a. Identify and explain the different dimensions of business environment described in the paragraphs given above by quoting the relevant lines.
- b. How Michael Porter's five force model can be helpful for SPT?

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