

School of Finance and Commerce**Master of Business Administration in Financial Management
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

Sem II - H1PE206T - Business EnvironmentGeneral Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Which environment has direct and indirect impact on the working of business firms? K1(2)
- 2) State the Objectives and salient features of GATT? K2(4)
- 3) "Industrial Policy Resolution of 1956 emphasized on the expansion of public sector." In the light of the above statement explain the various features of this policy. K2(6)
- 4) Illustrate what are the factors or environmental conditions that exist within an organisation and affect its performance of business. K3(9)
- 5) Analyse the impact of foreign culture on Indian business in recent years? K3(9)
- 6) Write Notes on : a) organization culture b) cultural shock c) cultural transmission d) cultural – lag e) cultural adaptation. K5(10)
- 7) CASE: WHOSE BASMATI IS IT? Basmati is an aromatic rice grown in Northern India and Pakistan. In September 1997, Rice Tec, a small food technology company based in Texas, United States, was granted a patent by the US patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that basmati is a unique aromatic rice grown in Northern India, and not a name Rice Tec could claim. In fact, only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tec had to drop 15 of the 20 claims that it had made. Of the remaining claims, Rice Tec managed to evolve three new varieties of rice for which it got a patent from United States Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tec the basmati brand. Rather, it provides it a patent for superior three strains of basmati developed by cross_x005f_x0002_breeding a Pakistani basmati with a semi-dwarf American variety. According to K4(12)

the WTO Agreement, geographical indications like basmati can be legally protected and their misuse can be thus prevented. The unfortunate thing is that Government of India has not taken timely steps for protecting our geographical indications and biodiversity. Although a Geographical Indication of Goods Bill was introduced in Indian Parliament in 1999, even at the end of 2001 it had not become an Act. QUESTIONS 1. Can any of the following, viz., turmeric, neem and the name basmati be patented? Substantiate your answer. 2. Evaluate the role played by Government of India in preventing the misuse of the name basmati.

- 8) Earlier business houses only aimed at profit maximization but now professional management and educational institution have made a new kind of managers that give similar importance to social responsibility. Explain the statement in context with the reality of social responsibilities of business. K5(15)
- 9) Explain how does an aging population in developed countries and a youthful population in developing countries influence economic growth and social policies? K5(15)
- 10) Discuss quantitative credit control system under Monetary policy. K6(18)