

ADMISSION NUMBER											

**School of Business**

**Bachelor of Business Administration Aviation Management  
Summer Term Examination – July - August 2024**

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

**Sem III - D1UA305T- BBAD2004 - F010303TB - Business Environment**

*General 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) Identify the various role of public sector in India for the growth of the economy. K3 (3)
  
- 2) “Industrial growth rate has lagged behind in the overall growth of Gross-Domestic-Product (GDP) in the post-reform period” List the reasons and examine your answer that how far are the recent changes in Industrial Policy capable of increasing the industrial growth rate? K4 (4)
  
- 3) Interpret your answer that how international business is become a challenge in current world scenerio. Illustrate your answer with contemporary issues of the world and its impact on the economy of the world. K2 (6)
  
- 4) Annual retail price inflation in India went up to 5.55% in November 2023, the first increase in four months, from 4.87% in October and compared to market expectations of 5.7%. Food inflation went up to 8.7%, the highest in three months, from 6.61% in October. Provide relevant solution by using the various tools of economic policy . K3 (6)
  
- 5) Identify the impact of Socio-cultural environment in organization which are the basis of deciding business strategies and illustrate your answer with Social factors affecting acceptance and rejection of an identified product. K3 (6)
  
- 6) A recent rate cut in the interest on loans announced by the Banks encouraged Mohan, a science student of mechanical engineering to take a loan from Bank to experiment and develop cars to be powered by fuel produced from garbage. He developed such a car and exhibited it in the Science Fair organized by the Directorate of Education. He was awarded first prize for his invention. Categorize the various dimensions of the business environment discussed in the above statement. K4 (8)

- 7) Kellogg, KFC, McDonald's, Pizza hut..... had it all..... "Our only rivals are traditional Indian foods like idlis and vadas." Denis Avronsart, Managing director, Kellogg India. The above statement was very powerful one and it had made the life tougher for Kellogg India, since when Kellogg launched its products in India, it was a failed launch. The quality of products offered to the Indian customers was quite good and high and the Kellogg India was backed by strong technical, managerial, and financial resources of its parent, but still the Kellogg's products failed in the Indian market. Even a very high-profile launch which was very well supported by media activity failed to trigger the success and make an impact on the Indian consumers. Similarly, McDonald's, KFC, Pizza hut, etc also faced similar kind of failures in the initial stages of their foray into Indian markets. India was a very important market for all of them, but they all could not achieve success in the initial period. Since they never wanted to leave the potential of Indian consumers, they did a lot of analysis and research on the causes of failure in Indian markets, and they started making the necessary changes in their products, prices, places, and communication to the Indian consumers. This triggered a completely innovation in their menus, appeals and prices to woo Indian customers' tastes and cultures, which in turn gave them the signals of success. Questions: (a) Make use the starting sentence and Comment on, giving reasons for your remarks and suggest some strategies for the players to succeed in Indian business environment. Suggest some innovative and practical strategies, which will help to carve success in this peculiar and dynamic Indian business environment.
- 8) "The mobile device has become a ubiquitous tool for daily tasks, encompassing activities such as online classes, personal calls, online banking, UPI payments, and more. It is crucial to consistently back up mobile device data to mitigate the risk of data loss in situations such as theft, damage, or device failure" In this context, Identify the various methods of data protection strategies employed to ensure the privacy, availability, and integrity of sensitive data.
- 9) "Sweden-based H & M Hennes & Mauritz AB (H&M), one of the largest multinational fast fashion companies in the world, was producing 3 billion garments a year by 2020. During the year, there were many reports that the unused clothes from H&M were burned and used as fuel to run a power plant in Sweden. Many clothes were incinerated or found their way to landfills' along with Zara, Gap, and Shein and other fast fashion companies were mainly responsible for the huge amounts of clothing waste. Every second, a truckload of clothes was either burnt or buried in landfills. Studies showed that the fashion industry was responsible in large part to microplastics entering the oceans. Karl-Johan Persson, Chairman and former CEO of H&M, focused on reducing the impact the clothes were generating and looking at making H&M a leader in bringing sustainability to the fashion industry". As per the situation given in caselete, provide your Opinion on promoting ethical sustainable production practices in textile industry.

10) India remains a favoured destination for global investors, as per the United Nations Conference on Trade and Development (UNCTAD) World Investment Report. The report for 2023 disclosed that India secured the third-highest foreign direct investment (FDI) for new greenfield projects in 2022. Explain the significance of FDI for the Indian economy and analyze the reason behind the recent increase in FDI inflows .

K4 (12)

- 11) Selling Rope to Gnoles: Exploring Business Ethics Through Horror Fiction Margaret St. Clair's 1951 short story, "The Man Who Sold Rope to the Gnoles," follows a rope salesperson by the name of Mortensen. The opening paragraph of the story introduces a business opportunity Mortensen is contemplating: The gnoles have a bad reputation, and Mortensen was quite aware of this. But he reasoned, correctly enough, that cordage must be something for which the gnoles had a long unsatisfied want, and he saw no reason why he should not be the one to sell to them. The district sales manager might single out Mortensen for special mention at the annual sales-force dinner. It would help his sales quota enormously. And, after all, it was none of his business what the gnoles used cordage for (The story follows Mortensen as he tracks down the gnoles (through the woods, by scent of course). He is eventually able to pitch his wares to a representative of the gnoles, though the transaction does not work out exactly as Mortensen had hoped. Mortensen's tale engages with the concept of corporate social responsibility .Through the misadventures of Mortensen, the reader learns that the gnoles are strange, seemingly malevolent fantasy creatures. Initially, readers are told little about the gnoles other than that they "have a bad reputation" and that the gnoles have a "long unsatisfied want" for cordage (rope). What is not shared is why the gnoles need rope, and why Mortensen has rationalized that it is "none of his business" what the gnoles do with his merchandise. Before meeting with the gnoles, Mortensen consults his "Manual of Modern Salesman- ship" to prepare." Two qualities are of exceptional importance to a salesman," he read. "They are adaptability and knowledge of merchandise." Mortensen underlined the qualities. "Other highly desirable attributes are physical fitness, a high ethical standard, charm of manner, a dogged persistence, and unflinching courtesy." Mortensen believes that selling rope to the gnoles is likely to be a highly profitable business opportunity that would personally benefit him (and potentially his company), and that that is what matters most. He does not appear to believe that he is behaving immorally, and he reflects on the importance of a "high ethical standard" twice during the story. He downplays the moral implications of his decision to sell to the gnoles, focusing on his career advancement and/or the success of his firm. By the end of the story, the reader may infer why the gnoles have a bad reputation in general, and specifically that they are likely to use rope for capturing and killing prisoners, but that is not clear in the beginning. What is clear initially is that Mortensen is aware of the gnoles' bad reputation but chooses to pursue business with them regardless of what their reputation might mean, because of the potential benefits. In the story, Mortensen seemingly succeeds in arranging a deal to sell rope to the gnoles. He negotiates with the senior gnole, who happens to be deaf and nonverbal, but can communicate with Mortensen through writing and nonverbal communication. The reason why the gnole made this high offer is unclear. It may have been because of the communication barrier between Mortensen and the gnole. It's also possible that the gnole was unaware of the emerald's market value and/or possessed limited options for trade with the outside world. Regardless of the

reason for the gnole's offer, Mortensen rejects the emerald, reflecting that "a genuine profit from a transaction was one thing, but this was another; 'a high ethical standard'—any kind of ethical standard—would forbid Mortensen to keep it. He weighed it a moment longer. Then with a deep, deep sigh he gave the emerald back" Mortensen looks around the room to seek more appropriate compensation. He picks up what he perceives to be an item of lesser value: a small pair of emeralds, which he does not recognize as the senior gnole's extra pair of eyes. The senior gnole growls, as gnoles prize their auxiliary eyes deeply, and Mortensen has committed a severe transgression simply by handling them. Although Mortensen realizes his mistake and attempts to escape, he is captured and later eaten by the gnoles, who show that they are quite capable of re- straining captives without the convenience of fine ropes. Notably, the gnoles killed Mortensen humanely and did not consider torturing him, which is considered civil behavior for gnoles. Attempt questions from above case study: Q1.Do you agree with Mortensen that it's "none of his business" what the gnoles do with the merchandise he sells them? Is the customer's use of a product ever an important ethical issue? Analyze your answer as per the given case.(6 Marks) Q2.How can the business world balance humanitarian ethics and profits? (6 Marks)

- 12) Refer the case study on " How Will the UN Plastics Agreement Impact Business?"Answer the below question: "Who do you think should bear the cost of plastic waste management: plastic producers or local governments"? Explain (15 marks)

K5 (15)