

**Code: 14E00102**

MBA I Semester Regular & Supplementary Examinations December/January 2016/2017

**BUSINESS ENVIRONMENT**

(For students admitted in 2014, 2015 & 2016 only)

Time: 3 hours

Max. Marks: 60

**PART - A**

(Answer the following: (05 X 10 = 50 Marks)

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- 1 Explain about the internal and external factors which are influencing business environment.  
**OR**
- 2 Outline briefly about the provisions of 1991 industrial policy.  
**OR**
- 3 What are the important objectives of India's monetary policy?  
**OR**
- 4 What factors are influencing supply of money in Indian economy?  
**OR**
- 5 Describe the chief provisions of EXIM policy of India.  
**OR**
- 6 Identity the reasons for disequilibrium in balance of payments. How is it rectified?  
**OR**
- 7 Critically examine the role and functions of WTO.  
**OR**
- 8 Explain briefly about dispute settlement mechanism of WTO.  
**OR**
- 9 Define 'consumer'. Examine how consumer is protected under the consumer protection act in India.  
**OR**
- 10 Briefly write about the special features of the SICA, 1985.

**PART - B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case study:**

Kellogg, KFC, Mc-Donald's, Pizza hut.....had it all.....

"Our only rivals are traditional Indian foods like idlis and vadas."

Denis Avrongsart, 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 Mc-Donald'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 complete new 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) Comment on the starting sentence, giving reasons for your remarks and suggest some strategies for the players in order 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.
- (b) Take any one of the above products of your choice as a case and explain in detail, how it could move from failure to success, by understanding the Indian business environments and consumers. Also discuss strategies adopted by it for making the best of the Indian business environment.

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