

**Subject Code: MB1315/R13**

**M B A I Semester Regular Examinations, February-2014**

**BUSINESS ENVIRONEMNT**

**Time: 3 hours**

**Max Marks: 60**

**Answer any FIVE of the following**

**All questions carry equal marks. Q.No.8 is compulsory**

**\*\*\*\***

1. Discuss about the internal and external factors that influence business environment
2. Critically comment on the industrial policy of UPA government
3. What is mixed economy? Discuss the characteristic features of mixed economic system
4. What is disinvestment? Discuss the objectives, benefits and problems of disinvestment in India
5. Discuss the major issues in balance of payments. Explain the causes for disequilibrium in balance of payment
6. Discuss about the issues involved in TRIPS,TRIMS
7. Discuss the salient features of Consumer protection act 1986. To what extent it is protecting the rights of consumers

**8. CASE STUDY:**

Indian Leather exports an important foreign exchange earner for the Indian economy has been reportedly hit hand by the decision of some major US retail chains like Eddie bauer, LL Bean, Timberland and Causal Corner and a German Company Bader to boycott leather goods from India in protest against the ill treatment of animals here. This move come shortly after a decision by global retail chains Gap, Marks & L, Spencer etc. not to buy Indian leather Goods.

This development has a lot to do with the lobbying by the US- based animal rights group people for ethical treatment of animals (PETA) for a ban on leather goods from India by documenting evidence of 'cruelty to animals' killed for making leather. It has been reported that the overseas firms have officially communicated to the Indian outfit of PETA that they will not be sourcing leather products from India until there is a strict enforcement of Animal Protection Laws. Fallowing this, the Mumbai based Teja Industries, the Official supplier of leather goods for markets and Spencer India, started out sourcing leather from other countries to manufacture products for the global chain.

Questions;

- a) In the light of the above, discuss the implications of the Social Activist Groups for the business
- b) With reference to the case, discuss the failure of the Government,Council for Leather Exports and Leather Industry in India and the Lessons of this case

**\*\*\*\***

|||||