



I Semester M.B.A. Degree Examination, August/September 2021

(CBCS Scheme)

(2014 – 15 and Onwards)

MANAGEMENT

Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following. **Each** question carries **5** marks.

(5×5=25)

1. Explain the functions and processes of business activity.
2. Discuss the causes and consequences of Industrialization.
3. Discuss the status of manufacturing Industry in 21st century.
4. Explain the characteristics of voluntary organisations.
5. Explain the nature and types of crisis.
6. Discuss how to find balance between business and personal life.
7. Discuss in brief Consumer Protection Act.

SECTION – B

Answer **any three** questions. **Each** question carries **10** marks.

(3×10=30)

8. Discuss in detail the current status of service industry in India.
9. Distinguish between NGOs and NPOs.
10. Explain the importance of creativity and innovation for contemporary business organisations.
11. Explain in brief various management techniques to control environmental pollution.



SECTION – C

This is **compulsory** question carrying **fifteen** marks.

(1×15=15)

12. Case Study.

Eco-friendly products are gaining power as the consumers' awareness about environmental issues has increased over the years and they are conscious about choosing products that do not have adverse effects on the environment. They are now more conscious about the carbon emission and climate change effects and want themselves to be seen as "Green advocate" among their peers. In such a scenario, it has become a challenge for the companies as they have to not only meet the needs of the consumer but also ensure that their products are safe and environment friendly. As a result there is growing need for better and advanced technologies to work as a catalyst in this regard.

Questions :

- i) Identify the relevant features of business environment being discussed above.
- ii) Describe briefly salient points which highlight the importance of business environment and its understanding by managers.
- iii) Discuss the relevance of environment friendly products for customers.

SECTION – B

(3×10=30)

10. Explain the importance of creativity and innovation for contemporary business organizations.

11. Explain in brief various management techniques to control environmental pollution.

P.T.O.