



I Semester M.B.A. Degree Examination, February 2016  
(CBCS) (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 questions. Each question carries **five** marks. (5×5=25)

1. Discuss the interface between manufacturing and IT industry.
2. Explain the role and importance of putting out system.
3. Enumerate the challenges of start-ups and MSME sector in India.
4. Explain the role and contribution of service sector to Indian economy.
5. Elucidate the present status of third sector in India.
6. Explain 'British Raj' in the context of Indian business.
7. "Digital India" is helpful for solving unemployment problem in India. Discuss.

SECTION – B

Answer **any three** questions. Each question carries **ten** marks. (3×10=30)

8. Explain the causes and consequences of industrialization in India.
9. Describe the future scenario of Agriculture Sector in Indian economy.
10. Discuss any five eminent industry persons and houses in India. How they are models to the younger entrepreneurs ?
11. Discuss the consequences of crisis in business and strategies for managing crisis.



## SECTION – C

## 12. Case Study (Compulsory).

(1×15=15)

Indian leather exports, an important foreign exchange earner for the country has been reportedly hit hard by the decision of some major US retail chains like Eddie Bauer, LL Bean, Timberland and Casual Corner and a German company Bader to boycott leather goods from India in protest against the ill-treatment of animals here. This move came shortly after a decision by global retail chains Gap, Marks and L. Spencer, Liz Claiborne and J. Crew 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 strict enforcement of animal protection laws. Following this, the Mumbai-based Teja Industries, the official supplier of leather goods for Marks and Spencer in India, started out-sourcing leather from other countries to manufacture products for the global chain.

**Questions :**

- 1) In the light of the above, discuss the implications of social activist groups for business.
  - 2) With reference to this case, discuss the failure of the governments, Council for Leather Exports and the leather industry and the lessons of this case.
  - 3) What should the governments, Council for Leather Exports and the leather industry do to overcome the problem ?
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