



I Semester M.B.A. Degree Examination, February 2017  
(CBCS)

MANAGEMENT

Paper – 1.6 : Business and Industry

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* the Sections.

SECTION – A

Answer **any five** of the following, **each** question carries **five** marks. (5×5=25)

1. Describe the forms of business organisations and its structure.
2. Discuss the role and importance of HRM in changing manpower requirements.
3. Explain the structure and status of MNC's in India.
4. Explain the scope of NGO's in the competitive business era.
5. Elucidate the importance of Swadeshi Movement for growth of Indian business.
6. Bring out the consequences of crisis and strategies to manage crisis in business.
7. How putting out system is helpful for Indian Business ? Explain.

SECTION – B

Answer **any three** of the following, **each** question carries **ten** marks. (3×10=30)

8. Discuss the important characteristics of Business and Industry.
9. Explain the impact of demonetisation on manufacturing industry.
10. Write a short note on the trends of the following sectors :
  - a) Auto components
  - b) Contract farming
  - c) Hospitality.
11. Discuss the economic reforms from LPG and its impact on Indian Economy.



## SECTION – C

Case study (compulsory) :

(15×1=15)

12. The Joffrey Ballet is a landmark Chicago non-profit performing arts organization that helped shape the landscape of American ballet. In 2016, the Joffrey was at a point of transformation after a period of financial crisis and artistic decline. It had successfully raised \$4 million for the widely anticipated new production of the *Nutcracker*. With annual revenues at around \$20 million, this production represented a significant investment and the organization needed to continue its artistic momentum while maintaining fiscal responsibility. The leadership team decided to launch an \$80 to \$120 all-funds campaign to ensure the artistic and financial health of the organization.

Known for its diversity, the Joffrey Ballet had a history of balancing highly athletic performances of canonical works with boundary-blurring new ballets. Founded in New York City in 1954, it carved a niche as the distinctly American company in the ballet ecosystem known for its classical European influences. After its relocation to Chicago in 1995, the ballet relied upon its New York reputation in the face of financial and artistic woes.

By 2016, however, the Joffrey Ballet was poised to reemerge as a major player in the national and international dance landscape. It had just celebrated its 60<sup>th</sup> anniversary and its 20<sup>th</sup> year in Chicago and the leadership team debated the essential areas for investment going forward. The endowment, currently at about \$1.4 million as of June 30, 2016, needed to be grown. The profitable Academy needed more space and funds to grow, while Community Engagement programs offered the potential for impact in the community. Programming large-scale works from the most important choreographers was essential but costly.

In order to attract donors and secure the Joffrey's future, the organization needed to craft a compelling fundraising case supported by a sound business plan.

- 1) The strategic thinking in addressing the challenges that are unique to non-profit arts organizations. Students will be required to evaluate how the Joffrey Ballet, an established ballet company with a reputable past that has gone through two decades of commercial and artistic decline, can develop a competitive advantage while resolving the inherent tension between business and artistic demands and staying true to its social mission. The case touches on the strategic, managerial, organizational and financial challenges stemming from the need to address multiple audiences.
  - 2) You are requested to draft a business plan to help them.
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