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I Semester M.B.A.(Day and Evening) Degree Examination, June/July - 2023

**MANAGEMENT**

**Business Planning and Regulations**

(CBCS Scheme 2019 Onwards)

Paper : 1.3

Time : 3 Hours

Maximum Marks : 70

**SECTION - A**

Answer any Five questions from the following, each question carries 5 marks.

(5×5=25)

1. Why does company need a business plan? What are the key features of a good business plan?
2. Briefly describe the consumer dispute redressal machinery given in the consumer protection Act 2019.
3. What are the different types of crossing the cheque? Explain.
4. List and explain the contents of memorandum of association?
5. What is meant by intellectual property? Why does intellectual property need to be promoted and protected?
6. Explain the steps to prevent and control the Environmental pollution as per EPA 1986.
7. Explain the ways in preventing sexual harassment of women in work place.

**SECTION - B**

Answer any Three questions from the following, each question carries 10 marks.

(3×10=30)

8. Discuss the benefits of the labour codes focusing on how they will bring a transformative impact on labour empowerment in India.
9. All contracts are agreement but all agreements are not contracts do you agree? Justify your answer with legal rules.
10. Explain the economic perspectives of GDP, sectorial shares, agricultural output with suitable examples.
11. Explain the occupational hazards and psychological problems faced by employees of industrial units and point out the statutory provisions available to safeguard their interest?

[P.T.O.]



## SECTION - C

## 12. Compulsory Case Study :

(1×15=15)

The lift elevator market in India is around Rs.450 crores. Otis India is the market leader with a market share of about 70% Bharat Bijilee, ECE, Mitusubishi and Hyundai are competitive brands.

Otis has a network of nearly 70 centers. The company launched a chip-driven elevator model. OTIS 300F priced between Rs.18 lakhs and 28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at respective destinations (specific floor). The product is also like to save energy costs significantly, which is an additional USP. OTIS 300F has to target new buildings as old buildings will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a "no-grill" lift at the lower end of the product line.

**Questions:**

- What are the marketing segments that you identify for OTIS 300F lifts?
- What should be your target market strategies in the above identified segment?
- What would your marketing strategies be for the models in replacement markets?
- What channels would you recommend for OTIS 300F and replacement market?