

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 2830801**Date: 01-06-2015****Subject Name: Indian Business: Systems and Policy Formulation (IB-SPF)****Time: 14:30 pm – 17:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) How are mission and vision statement significant in business environment? **07**
 (b) What are the gains that business experiences from global integration? **07**
- Q.2** (a) Discuss the features of an ideal form of business ownership? **07**
 (b) Define M-Commerce and explain its significance. **07**
- OR**
- (b) "MNCs are mixed blessings to the developing economies" Comment. **07**
- Q.3** (a) Explain the opportunities for E-Commerce. What are limitations of E commerce? **07**
 (b) What do you understand by Network Marketing? Why it is also called "multilevel marketing"? **07**
- OR**
- Q.3** (a) How is financial management a significant function of business organisation? **07**
 (b) Elaborate 4Ps of marketing mix. **07**
- Q.4** (a) Distinguish between: **07**
 (i) Selling and marketing
 (ii) Planning and Budgetary Control
 (b) "Sell dreams, not products". Justify the statement in one or two lines. **07**
- OR**
- Q.4** (a) "Once a business has been established, a business plan is not required as it is meant only for start-up companies". Critically evaluate. **07**
 (b) What are the key dimensions that influence a firm's planning process. **07**
- Q.5** (a) What is disruptive innovation? **07**
 (b) The exercise of 'Due Diligence' is not based on defined data, but of the application of mind to the transaction. – Discuss. **07**
- OR**
- Q.5** (a) "An analyst entrepreneur is at a risk, in his future years of business." How do you agree to this? **07**
 (b) How intrapreneurship is better when compared to entrepreneurship? State one strong reason. **07**
