

GUJARAT TECHNOLOGICAL UNIVERSITY
M.B.A.- SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 2830801**Date: 11-01-2013****Subject Name: Indian Business: Systems and Policy Formulation (IB-SPF)****Time: 10:30 am – 01:30 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) Explain major micro and macro factors affecting business in India? **07**
 (b) Explain Product Life Cycle Theory and discuss its impact on Innovation Management during different stages of life cycle of a product. **07**
- Q.2** (a) List out key skill sets required to become a successful entrepreneur for handling family business in current scenario. Which are the barriers to entrepreneurship? **07**
 (b) Explain to what extent the national and international expo, trade fairs and exhibitions held or co-ordinated by CII, FICCI or Export Promotion Councils is helpful for business promotions. **OR** **07**
 (b) Discuss the effects of monetary measures undertaken by RBI against Inflation. How does it affect operations and profitability of businesses in India? **07**
- Q.3** (a) Define Entrepreneurship. Explain the theories of entrepreneurship which is classified into Economic Theory, Psychological Theory, Sociological Theory and Cultural theory of entrepreneurship. **07**
 (b) What is government's public policy role? Explain Economic Public Policy and Social Public Policy roles of government. **07**
- OR**
- Q.3** (a) List out the role and functions of CII and FICCI **07**
 (b) Explain Corporate Social Responsibility. How does government policy govern companies CSR activities? Discuss. **07**
- Q.4** (a) Explain the Social, Economical and Technological factors to be considered for expansion and modernization of Family Owned Business. **07**
 (b) What is your personal definition of New Ventures? Explain the major reason why new ventures fail. **07**
- OR**
- Q.4** (a) Discuss the organizational challenges for the management of innovation affecting organizational structure and staff. **07**
Q.4 (b) Explain the difference between Business Innovation and Organizational Innovation? Which aspects are to be considered in each? **07**
- Q.5** (a) How does business policy of a firm gets affected by government's Foreign Trade Policy changes? Discuss. **07**
 (b) What is the role of Government and its agencies in financing and supporting entrepreneurial activity? **07**
- OR**
- Q.5** (a) Which are the attributes of good policy making process ? List out the weaknesses in Indian Public Policy making. **07**
 (b) What according to you will be the effect of Foreign Direct Investment in Retail Sector on SMEs? **07**
