

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**
