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 **M-2174**

Sl.No.

Total No. of Pages : 2

I Semester M.B.A. Examination, February 2019

(Scheme : 2011)

BUSINESS ADMINISTRATION

Business Environment

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all sections.

SECTION - A

Answer all questions. Each question carries SIX marks. [5 × 6 = 30]

- Q1) What are the internal factors which constitute Business Environment?
- Q2) Who are the key stakeholders of a business and how they are classified?
- Q3) What are the advantages of Public, Private Partnership(PPP) models?
- Q4) What are the role played by NBFC's in India? Cite example and explain.
- Q5) What are the composition of India's import and export of services?

SECTION - B

Answer any three questions. Each question carries TEN marks.

[3 × 10 = 30]

- Q6) Discuss the changes made during the period September 2012 to September 2013, to the CG framework for listed companies in India.
- Q7) Discuss the advantages and disadvantages of Command and Market Economies?
- Q8) Discuss the recent reforms in the Indian monetary and Fiscal policy.

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Q9) Explain the importance of demographic environment for a business success.

Q10) Discuss the sector wise trends of FDI and FII in India.

SECTION - C

Q11) Case study (Compulsory)

[1 × 15 = 15]

In September 1997, Rice Tee a small food technology company based in Texas, United State was granted a patent by the US Patent office to call an aromatic rice variety developed in USA Basmati. India challenged the case, arguing that basmati is a unique aromatic rice grown in northern India, and not a name Rice Tee could claim. Infact only inventions can be patented. Consequently, the US patent office accepted India's basic position, and Rice Tee had to drop 15 of the 20 claims that it had made. Of the remaining claim Rice Tee managed to evolve three new varieties of rice for which it got a patent from United State Patent and Trademarks Office (USPTO), as India had not objected to these. The ruling has not handed over Rice Tee the basmati brand. Rather, it provides it a patent for superior three stains of basmati developed by cross-breeding a Pakistani basmati with a semi-dwarf American variety. According to the WTO Agreement, Geographical indications like basmati can be legally protected and their misuse can be thus prevented. Unfortunately the thing is that Government of India has not taken timely steps for protecting our Geographical indications and bio-diversity. Although a Geographical Indications of Goods Bill was introduced in Indian Parliament in 1999, even at the end of 2001 it had not become an Act.

- 1) Can turmeric, neem and the name basmati be patented? Substantiate your answer.
- 2) Evaluate the role played by Government of India in preventing the misuse of the basmati.

