

Time: 2 1/2 hrs.

Marks: 75

Instructions:

All questions are compulsory.

Figures to the right indicate exact marks allotted to the question.

Q.1 Answer the following questions: (Any 2) (15)

- Define Business. What are the characteristics of business?
- Define external environment. Explain the factors in micro- environment.
- Define business environment. What are the features of business environment.

Q.2 Answer the following questions: (Any 2) (15)

- Name and explain the political institutions that influence political environment.
- Explain role of public sector in India.
- Define economic system. what are the various types of economic systems.

Q.3 Answer the following questions: (Any 2) (15)

- Discuss the various competitive strategies.
- Define social audit. What is its significance?
- Explain nature and impact of foreign culture on business.

Q.4 Answer the following questions: (Any 2) (15)

- What are the functions of WTO ? Explain them in detail.
- Define FDI . What is the role of FDI in developing economies ?
- Explain MNCs with reference to their pros.

Q.5 Gujrat Milk Marketing Federation is India's biggest dairy and dairy processing unit. There are over 3 million dairy farming co-op members who are part of the AMUL family. The total milk distribution is over 12 million litters every day through the length and breadth of India.

P.T.O.

The chubby cheeked, round eyed "AMUL BABY" keeps winking at you from strategically placed hoarding in the cities and reminding you about the utterly butterly delicious - AMUL butter.

While many rest on their laurels, AMUL has always tried to keep the competition at bay by launching innovative products be it AMUL Masti Dahi or chaas. They keep innovating with products like Amul Kool range of flavoured and position it as a energy drink.

They have survived on their major strength co-operative culture and Co-operative networking. Their core strength is marking networking and being able to understand the changing customer needs.

Questions:

1. Do a SWOT analysis of AMUL. (08)
2. If you were employed by Gujrat Milk Marketing Federation what strategy would you suggest for this market leader and what products they need to introduce? (07)