

lib.

LM3AEK

TIME : 2 Hrs.

MARKS : 60

Q. 1 Define Business. Explain the importance of Business Environment. [15]

OR

Q. 1. A) Explain the features of globalisation. [7]

B) Write a Note on Arrival of Europeans in India. [8]

Q. 2. What are the major developments in India's Business Environment during Indira Gandhi Period ? [15]

OR

Q. 2. A) Write a Note : Agreement on Anti Dumping. [7]

B) Explain the Land Tenure / Revenue system during British period. [8]

Q. 3. What are the challenges before Indian Economy. [15]

OR

Q. 3. A) Evolution of currency-Discuss [7]

B) Write a Note on capital market. [8]

Q. 4. Solve case study. [15]

In today's modern and competitive environment, companies compete for personal talent. Even if a single valuable employee leaves the company, the company suffers badly. How, then, can a company retain its employees ? Intelligent companies such as Singhania industries and Peter Colin have done much to inspire their employees by creating an environment that provides challenges as well as opportunities for personal and professional growth.

Companies are using various strategies to retain employees. Firms with a good reputation such as Raj Industries point out to their employees the competitive advantage of their firm and the opportunities in a growing organisation. Companies, especially which are market leaders, retain their employees point out to their employees that leaving the company may be a step down.

Some firms have created a feeling of community and feeling in their organisation. SHAH Industries makes the employees aware that they are welcome. K. K. Industries makes heavy investments in the best people through training. It also gives more importance to find the right employees during selection process by hiring people that fit the organisations culture.

Today, more than ever before, companies are facing important challenges in recruiting and retaining employees. However, the challenge to the companies is an opportunity for those employees looking for a career in management or as a staff person.

Questions :

Q. 1. Today, Companies are competing for what ?

P.T.O.

- Q. 2. How have Companies such as Singhnia Industries and Peter colin inspired their employees to stay with them ?
- Q. 3. What are the benefits to Companies by retaining the employees for a longer time ?
- Q. 4. Would you like join firm which does not provide opportunities for personal and professional growth ? Give reasons.

OR

Q. 4. Solve Case Study. [15]

A Non-Profit Organisation

The Indian Institute of Management, Ahmedabad (IIMA), was set up in 1962 to promote the best professional management education in the country. It was set up with the support of the Government of India, the government of Gujarat and industrialists of Ahmedabad. By 1990, IIMA became very famous and it was regarded as one of the leading institutions of management in the third world. During that time it had trained nearly 19,000. Indian managers, and 4,000 doctoral and MBA students had graduated from it. Its faculty had written around 2,000 Indian Management cases, about 3,000 technical notes and papers, and 600 books and research monographs.

The objective of IIMA was to be a school of total management, not only of business management. It was very dedicated to bring professional management not only to the Indian Corporate setor but also to sectors that are important for the nation such as agriculture, health, education, envergy, transportation, banking and rural development.

In the 1990's, it made contributions to the areas of management such as strategic sick industries and their rehabilitation, pioneering and innovative entrepreneurship, the globalisation of Indian corporate management and the formulation and implementation of industrial policy. A national survey was conducted in 1991, it showed that IIMA was regarded as the pioneer of all management institutions in India. IIMA, is a non-profit organisation.

Questions :

- Q. 1. IIMA is a profit making Organisation. State whether this statement is true or false.
- Q. 2. IIMA, Ahmedabad was regarded as pioneer of all Management institutions in India. Is this statement true. If yes, then, why it was regarded as pioneer of all management institutions.
- Q. 3. Who supported the setting up of IIMA, Ahmedabad ?
- Q. 4. What was the objective of IIMA ?
- Q. 5. What are the objectives of the non-profit organisations ?

