

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA Semester –III Examination Dec. - 2011

Subject code: 2830801

Date: 13/12/2011

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) How these family business transforming from their traditional business style to latest management practices? To what extent has new technology impacted the functioning of family-owned enterprises? 07

(b) What is a role of Business Incubator in Small and Medium Enterprises(SMEs)? 07

Q.2 (a) What do you need to know to run your own business. "What characteristics determine who will be a successful business owner?" "Why does one person take successful advantage of an opportunity while another person who's equally knowledgeable, does not?" 07

(b) Explain the Conceptual framework for Policy Analysis?

OR 07

(b) List the legal forms of a business enterprise and describe the legal matters that need to be considered while starting a new venture. 07

Q.3 (a) for businesses to be competitive, Production and Marketing need to work in an integrated way. Marketing is concerned with knowing and understanding the requirements of customers, so that Production can provide the market led products that are required. Comment? 07

(b) Describe the roles of the Functional Departments within an Organisation and activities carried out by them? 07

OR

Q.3 (a) What is Angel Investing? What are the trends in Angel Investing in India? 07

(b) What are the different strategies Indian companies are adopting? Name two companies which have been listed among ten top innovative firms of the World by U S magazine Forbes in latest edition? 07

Q.4 (a) what is Sustainable Competitive Advantage? Companies which are masters in this game of self-attack and innovation have been able to achieve and retain their position year after year irrespective of changed circumstances. Give example of such companies? 07

(b) What are the different financial Statements and how they are useful for the Entrepreneur? 07

OR

Q.4 (a) Explain Tandon committee norms for financing working capital? 07

(b) “Industry Clusters are Holy Grail”. Comment? Discuss the types of industry Clusters? 07

Q. 5 (a) What is Confederation of Indian industry (CII)? 07

(b) Benchmarking –“An effective business tool” Name the Indian industries with best Bench marking. 07

OR

Q.5 (a) What is PLCM (Product Life Cycle Management?) 07

(b) Explain VC Investment Process. 07
