

24/03/2014

FY BMS
BUS. ENVMT
TAAEMM

MN3AAT

Duration: 2 Hours.

Total Marks: 60

- N.B) 1) All Questions are compulsory.
2) Each question carries equal marks.
3) Figures to the right indicate marks.**

- Q.1) a) What are the various methods of Technology Transfer? (7)
b) What was India's response to evolving business environment w.r.t. LPG? (8)

OR

- Q.1) Explain the responsibilities of business towards the Government and Vice versa. (15)

- Q.2) a) Define Business Environment. State its need and Importance. (7)
b) What is Culture? Explain the various features and levels of Culture. (8)

OR

- Q.2) Discuss in detail the New Economic Policy, 1991. (15)

- Q.3) a) What are the objectives and functions of WTO? (7)
b) What is Unemployment? Explain various measures to reduce unemployment in India. (8)

OR

- Q.3) Analyse the business Environment in India during Pre- Reform period. (15)
(1947-1980)

- Q.4) **NESTLE – THE 2 MINUTE MAGGIE MAGIC** (15)

Nestle India is subsidiary of Nestle S.A of Switzerland. It has over 7 factories and many packers who serve the Indian consumers product of global standards and quality. Convenience food segment was first introduced in India for the working women with 2 minute Maggie Noodles that revolutionalized cooking and gave freedom to the Bharatiya Nari who was both a working woman and home maker.

After the great success of Maggi Noddles, they introduced many convenience foods like Maggie sauces (including latest Pichkoo)-it's different, Bhuna Masala, Coconut milk powder, Maggie soups and Maggie cubes.

Maggie 2 Minutes Noodles is one of the India's top brands and is the cash cow in the prepared dishes segment of Nestle India Ltd. They have maintained their leadership position by many innovative promotions including the latest where you share Maggie Moments with public.

(P.T.O.)

Maggi 2 minutes has large market share (over 65%) and is using less and less of cash thus helping other segments. The star for this segment is Maggi Souce –with its different perceptions. It also has fairly high market share (47%) and also generate cash. However it also uses it for promotion.

The Dog in this segment For Nestle India is Maggi Cuppa Mania with low market share (Top Ramen being No.1) and low growth rate. The recent Picchko is a question mark as they consume a large amount of cash and also they have low market share as the concept is yet to attract the consumers.

Questions:

- Q.1) Do a SWOT analysis of McDonald's. (7)
- Q.2) Apply Michael Porters Five forces Analysis (8)

OR

Q.4) McDonald's

McDonald's is the most famous and well-known fast-food company in the world. It was started by Dick and Mac McDonald's in 1940. Their concept of the restaurant was based on speed and therefore called 'Speedee Service System' in 1948, which in today's times is known as the fast food concept (Wikipedia, 2009). McDonald's serves fast food to approximately 47 million people in more than 30,000 restaurants located in 121 countries (Bized, 2009). The product offering has chicken, beef, bread, milk, vegetables as the main ingredients which are composed into burgers (chicken, ham, beef, and vegetable), French fries, milk shakes, soft drinks, breakfast items, juices, and desserts. The major marketing moment for McDonald's was provided by Ray Kroc, and the brand continues to be a major success by the hard work of its family of employees, suppliers, and franchisees. McDonald's for years have continued with an extensive advertising campaign targeting children, healthy food, and convenience. The advertising is done through television, radio, newspaper, billboards & signage, sponsoring sport and charity events, many local events throughout the world.

Questions:

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