

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: MMM (Batch2018-21), Trim III

Subject: Business Environment

(End Term Exam)

Maximum Marks: 50

Duration: 3 hours

Date: 20/11/2019

QUESTION I: Read the case given below and answer the questions given at the end.

10

Marks

How much to disclose?

Sunita, a pharma post-graduate is a very hard working and intelligent manager who has slogged-up to build her career in a reputed pharma company “Quality Pharamcare Ltd” as a sales manager. Her track record has been very impressive. She is well known for her punctuality, real time feedback and highly customer friendly attitude. Sunita has been always very honest about the quality and the side effects of any new drug introduced in the market and would never hide anything from the customers. Over the years many hospitals and other bulk purchasers would take her recommendations and rely on her views while buying new products.

In recent years due to high competition, the company is not performing well. In fact it is planning to lay-off number of workers. The CEO has asked Sunita to identify few sales persons who can be laid –off based on their performance. Sunita is hating to do that job as she considers everyone to be good.

Recently, Quality Pharmacare had introduced a new painkiller which it claimed to have significantly lower side effects. The company had passed all the critical clinical trials and was hoping to capture a good market share. However, Sunita came to know that while conducting the clinical trials, some customers were repeated and hence the sample selection was not scientifically made. Though it might have a very negligible impact on the final output, it clearly showed the laxity from the firm’s side. But a successful launch of the drug may solve all the financial problems of the company.

Sunita had to introduce this drug to the hospital specialized in pediatric surgery. She knows that the CEO of the hospital, Dr. Shashank Mehta will completely rely on her opinion and take a decision related to use of this drug. She also knows number of public hospitals where this drug can be marketed very effectively.

Questions:

- a) If you are in Sunita’s position, will you market this drug to Pediatric surgery

- hospital and/ or to public hospital? Explain.
- b) Will you reveal your doubts to the CEOs of the hospitals?
 - c) How will you deal with the situation in the long-run?

QUESTION II: Answer any two questions from below: 20 Marks

1. Explain each of the following term. Which of the following concept related to National income represents the standard of living in a country in most appropriate manner? Why?
 - a) National income at current prices
 - b) National income at constant prices
 - c) Per capita income at current prices
 - d) Per capita income at constant prices
2. What are the various sources of earning for the government? What is the difference between direct and indirect taxes? In what direction their composition in the government earnings should move? Why?
3. How does technological environment affect the business environment? Explain with the help of few examples.

QUESTION III: Write short notes on any two: 10 Marks

- a) Negative impact of Artificial intelligence on business
- b) Monetary policy tools
- c) Ecology & Business environment
- d) Merits of GST

QUESTION IV: Answer any two from the following: 10 Marks

- a) What are the peculiar features of Indian Growth Model? What are its strengths and limitations?
- b) Explain briefly about the Doing Business Report. What has been the performance of Indian economy so far?
- c) Explain Corporate Social Responsibility law. What are the major findings of its implementation so far?