

**GUJARAT NATIONAL LAW UNIVERSITY
GANDHINAGAR**
Course: **Business Organization and Management**
Semester-I (Batch: 2014-19)



End Term Examination: Oct-Nov. 2014

Date: 29th October, 2014

Duration: 3 hours

Max. Marks: 50

Instructions:

- Read the questions properly and write the answers in the given answer book.
- The respective marks for each question are indicated in-line.
- Do not write any thing on the question paper.
- Indicate correct question numbers in front of the answers.
- No questions or clarifications can be sought during the exam period, answer as it is, giving reason, if any.

- | | | Marks |
|-----------|---|--------------|
| Q.1 | a. Explain in detail the product markets structures in developing countries as described in the case "Emerging Giants: Building World Class Companies in Developing Countries". | (6+4
=10) |
| OR | | |
| | Elaborate any four factors that explain India's competitive weaknesses compared to its competitor China. | |
| | b. Which are the factors affecting ethical behavior in businesses? Elaborate any two factors. | |
| Q.2 | a. Explain the factors to be kept in mind while setting up a new business enterprise. | (6+2+ |
| | b. Differentiate between Entrepreneur and Intrapreneur. | 2=10) |
| | c. "Customers don't buy products. They buy solutions to their problems". Explain the statement. | |
| Q.3 | a. Why did the Indian family reject Barbie as the appropriate toy for their daughters? | (4+4+ |
| | b. What do you understand by Project Organization? Explain the circumstances in which it is most suitable. | 2=10) |
| OR | | |
| | Do you agree with the statement, 'No one leadership style is the best.' Comment and Explain. | |
| | c. Explain the term Transformational Leadership. | |
| Q.4 | Explain any five of the following: | (5x2
=10) |
| | a. Laissez-faire leadership | |
| | b. Feed-forward control | |
| | c. Span of Control | |
| | d. Economic Liberalization | |
| | e. Corporate Social Responsibility | |
| | f. Competitive Advantage | |

Q.5 Read the case and answer the question given below

(10)

India started its telecommunication operations in 1851. However, during the past 20 years, the telecommunication sector has moved very fast and has become one of the most dynamic sectors in the country. Its fast-track growth has made it a key contributor to India's progress. Currently, the Indian telecom market is one of the fastest-growing markets in the world. With its 429.21 million telephone connections as on 31 December 2009, it is the second largest network in the world after the Chinese telecom network. About 15 million connections are added every month, which makes its annual growth rate to be 42.68 per cent. Its target of having 500 million telephones by 2010 had been achieved in September 2009, itself. The share of private sector in the total sector is about 82.33 per cent. The overall teledensity has reached about 47.88 per cent. The size of the Indian telecom equipment market in 2008-09 was US\$ 24.99 billion. The total market of handsets in 2008-09 was US\$ 5.82 billion. It is expected that the mobile subscriber base in 2013 would be about 771 million.

India adopted a phased approach for reforming the telecom sector right from the beginning. Privatization was gradually introduced, first in value-added services, followed by cellular and basic services. An independent regulatory body, Telecom Regulatory Authority of India (TRAI), was established to deal with competition in a balanced manner. This gradual and thoughtful reform process in India has favoured industry growth. It has changed the way people and business communicate and operate.

Several foreign players have entered the sector either on their own or through joint ventures with Indian companies. Indian companies are also globalizing their activities. The Indian companies have also started acquiring telecom companies operating in other countries. In March 2010, Bharti Airtel took over Zain, a company operating in the African market. All these have been possible because of liberalized and globalized business environment. One of the results of this competitive environment is the deterioration of public sector telecom companies. For instance, a cash-rich public sector company, BSNL, has recently showed a revenue loss and declining market share. A committee headed by Sam Pitroda suggested that BSNL should restructure and reduce its workforce to one-third.

- (a) Why the public sector telecom companies, such as BSNL and MTNL are facing problems in spite of the liberalized and globalized policy of the government?
- (b) What are the factors a company should consider to be successful in a competitive environment? Explain in detail.
