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I Semester M.B.A. (Day and Evening) Degree Examination, June/July - 2023

MANAGEMENT

Business Planning and Regulations

(CBCS Scheme 2019 Onwards)

Paper : 1.3

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following, each question carries 5 marks.

(5×5=25)

1. Why does company need a business plan? What are the key features of a good business plan?
2. Briefly describe the consumer dispute redressal machinery given in the consumer protection Act 2019.
3. What are the different types of crossing the cheque? Explain.
4. List and explain the contents of memorandum of association?
5. What is meant by intellectual property? Why does intellectual property need to be promoted and protected?
6. Explain the steps to prevent and control the Environmental pollution as per EPA 1986.
7. Explain the ways in preventing sexual harassment of women in work place.

SECTION - B

Answer any Three questions from the following, each question carries 10 marks.

(3×10=30)

8. Discuss the benefits of the labour codes focusing on how they will bring a transformative impact on labour empowerment in India.
9. All contracts are agreement but all agreements are not contracts do you agree? Justify your answer with legal rules.
10. Explain the economic perspectives of GDP, sectorial shares, agricultural output with suitable examples.
11. Explain the occupational hazards and psychological problems faced by employees of industrial units and point out the statutory provisions available to safeguard their interest?

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SECTION - C

12. Compulsory Case Study :

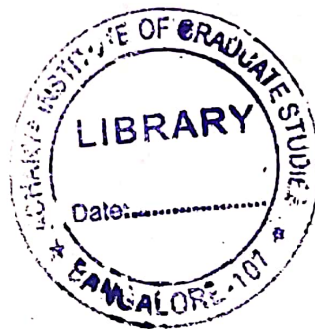
(1×15=15)

The lift elevator market in India is around Rs.450 crores. Otis India is the market leader with a market share of about 70% Bharat Bijilee, ECE, Mitusubishi and Hyundai are competitive brands.

Otis has a network of nearly 70 centers. The company launched a chip-driven elevator model. OTIS 300F priced between Rs.18 lakhs and 28 lakhs. Hotel industry forms an important segment in this category as lifts are considered essential to consumers. The microprocessor model takes an optimal combination of destinations (stops) ensuring a quick landing at respective destinations (specific floor). The product is also like to save energy costs significantly, which is an additional USP. OTIS 300F has to target new buildings as old buildings will not have the infrastructure to take on the new model. OTIS also has other models for a huge replacement market which may be integrated in new lifts. It may be noted that grill type of lifts have been banned and this market may be integrated into a "no-grill" lift at the lower end of the product line.

Questions:

- What are the marketing segments that you identify for OTIS 300F lifts?
- What should be your target market strategies in the above identified segment?
- What would your marketing strategies be for the models in replacement markets?
- What channels would you recommend for OTIS 300F and replacement market?





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SECTION - A

Answer any **Five** of the following questions. Each question carries **Five** marks. (5×5=25)

1. Describe the components of business planning.
2. What is the need of second generation reforms in India?
3. Elaborate on the role of agricultural policy and agenda followed by Government in India.
4. Write the Essentials of a valid contract.
5. What are the types of laws related to Industrial safety and welfare of employee regulations?
6. Discuss the procedure applicable to the National commission for redressal of consumer disputes.
7. Explain Negotiable Instruments with an example.

SECTION - B

Answer any **Three** of the following questions. Each question carries **Ten** marks. (3×10=30)

8. Discuss the features of IT Act and cyber law in India.
9. Elaborate briefly on the Industrial policy 1991 core structure of Indian Economy.
10. Explain the different types of IPRs.
11. Write short notes on :
 - a) Global Warming.
 - b) Carbon credit accounting.

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SECTION - C

12. Case Study (Compulsory)

(1×15=15)

Two parties applied for registration of Trade Mark. Shri Ghanashyam and Shri Dhanashyam applied for registration of trade mark. They were both rivals. The trade used by these rivals were "Mathura Ghee and Mathurang Ghee" respectively. Shri Dhanashyam started using 'Mathurang' after lapse of five years from the use of trade mark 'Mathura Ghee' by Shri Ghanashyam. Sri Ghanashyam has polarized the trade mark 'Mathura Ghee' by investing huge amounts on advertisement. The two trade names were phonetically similar. There was not much difference in pictorial and monogram that is the trademark of the rivals. The only difference was the word 'G' registration was granted to neither.

Questions :

- a) Discuss in the light of Trade mark provisions.
- b) Suggest the plaintiff regarding use of trade mark.

