

PG Odd Semester (CBCS) Exam., November—2016

OR

BUSINESS ADMINISTRATION

(1st Semester)

Course No. : MBACC-108

(Indian Cultural Heritage and Business History)

Full Marks : 70

Pass Marks : 28

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

Answer **all** questions

1. Define culture. Why is acquaintance with the history and the cultural heritage of people seen as important for managers? Discuss by referring to the case of British initiatives towards compilation of historical profiles of the Indian provinces in 19th century. 4+10=14
2. Throw light on the antiquity and geographical expanse of Indus valley civilization. Write a brief note on the status of industry and trade during the Harappan era. 8+6=14

3. How did the Indus valley civilization come to an end? Were the Aryans responsible for destroying the Harappan urban centres? Elaborate your views. 14

4. Evaluate Asoka as an emperor and as a leader. 14

OR

5. Narrate the features of Asiatic mode of production and Indian village republics. Do these throw any lesson for Indian managers? Discuss. 14

6. Scrutinize the following two cases and find what lessons the cases produce for aspiring entrepreneurs : 7×2=14

(a) The struggle and success of Sir Jamsetji Tata

(b) The new-venture experience of Flipcart

7. Elucidate the salient features of today's Indian culture. 14

OR

8. Assess the implications of 'globalism' for decision making. Refer at least two cases from Indian film industry. 14
