



AC 1650885

I Semester M.B.A. Examination, December 2014

(2011 Scheme)

Business Administration

Business Environment

Time : 3 Hours

Max. Marks : 75

Instruction : Answer all Sections.

SECTION – A

Answer all questions. Each question carries 6 marks.

(6×5=30)

1. What are the devices of achieving good corporate governance ?
2. Illustrate the stakeholder map for Infosys.
3. How does technological factor affect business ?

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Michael Rajnik



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The Life and Works of Prof. R.L. Kashyap Prakasha Shanbog, 2022-10-16 An adage from the ageless store of Indian wisdom tells us that in life we finish our apprenticeship at 50 years and then become adults We only take up our life's work and real mission when we attain 80 And we leave the earth finally with the rounded and satisfied fullness of 100 years reveling in the rapture as Sri Aurobindo would translate a Vedic phrase Always early adept and never unpunctual our dear RLK took up the real charge of his life's work decades before reaching his eightieth birthday Thriving treasures now invite us to celebrate the rare richness he manifests upon earth

INTELLECTUAL CAPITAL Prof. Nethra B, Mr. Shanthaswaroop N, Mrs. S Sabiha Begum, Mrs. Maithri R, Mrs. Thrisha S, 2026-03-02 The Essentials of Marketing Management - Theory, Tools and Practices Mr. Kevin Rozario, Dr. Thanapackiam, Ms. R Shanmugapriya, Dr. D. Muthukrishnaveni, 2024-12-18 The Essentials of Marketing Management Theory Tools and Practices serves as an essential resource for both beginners and seasoned professionals in the field of marketing It provides an in depth exploration of marketing management blending theoretical foundations with practical applications The book offers a clear understanding of the core concepts such as consumer behavior product life cycle management pricing strategies market research and branding One of the key strengths of this book is its focus on contemporary marketing practices with particular attention to digital marketing social media strategies and data driven decision making As the business world shifts toward more data centric approaches this book provides readers with the tools needed to navigate and excel in the digital landscape It covers a wide range of topics from the fundamentals of marketing strategy to advanced techniques in sales management e commerce and performance metrics In addition to traditional marketing principles the book emphasizes the importance of leadership team building and HRM in fostering a successful marketing team It also highlights the significance of aligning marketing efforts with overall business goals ensuring that marketing strategies drive long term growth Overall this book is a must read for anyone seeking a comprehensive up to date guide to marketing management

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Telecommunications, 1992-02 *The World's Religions After September 11* Arvind Sharma, 2009 Convening on the fifth anniversary of the terrorist attack on the World Trade Center the global congress The World's Religions after September 11 explored the negative and positive possibilities of the religious dimensions of life The presentations from the congress have been pulled together in this set which addresses religion's intersection with human rights spirituality science healing the media international diplomacy globalization war and

peace and more This comprehensive set includes contributions from such well known scholars of religion as Arvind Sharma and a host of others from all the world s religious traditions This set is an unprecedented examination of religion s influence on modern life an honest assessment of how religion can either destroy us or preserve us and a thorough exploration of what steps might be necessary for all religions to join together as a force for good Because of the attack on the World Trade Center on September 11 2001 the very concept of religion underwent a paradigm shift Instead of standing for virtue and piety peace and harmony the word religion also came to be inextricably associated with evil aggression and terror People around the world began to question whether the religious and secular dimensions of modern life can be reconciled whether the different religions of the world can ever coexist in harmony Indeed the very future of religion itself has sometimes seemed to be uncertain or at least suspect The volumes are 1 Religion War and Peace 2 Religion and Human Rights 3 The Interfaith Dimension 4 Spirituality

Education World ,2004 Library of Congress Catalog Library of Congress,1960
Guide to Microforms in Print ,2009 *Who's who in Engineering* ,1991 **Indian Books in Print** ,2002 *American Men and Women of Science* ,1974 Who's Who in the World ,1982-1983 Marquis Who's Who, LLC,1982-11 Economics for Managers Janardhan Upadhy P,2017-11-17 Economics for Managers or Managerial Economics is a comprehensive text book written in the light of UGC guidelines for students of BBA BBM BBS MBA MCom MA Eco AIMA and other similar courses offered by Indian universities and management institutions Economics concepts have been explained in simple language for easy understanding The book is available in two parts that cover both the theoretical and practical aspects of managerial economics and Indian Economy It presents a complete rigorous and in depth study of concepts tools and principles of microeconomics along with numerous case studies and problems that help management students apply these principles in business decision making The book also includes the following practical aspects Solved case studies pertaining to budget allocations for advertisement to improve the demand for a product cost price nexus revenue analysis elasticities in decision making price elasticities cross elasticities and break even analysis Detailed examples of different types of pricing like skimming penetration pricing price discrimination incremental pricing growth maximization with managerial discretion etc The study of demand elasticity for a product when there is a price increase or price decrease and demand forecasting by assessing the demand for a product or a service using any method Additional features included are Problems on Break even analysis Cost and Revenue analysis Theory of Production Consumer behaviour Elasticity of demand problems etc Solved VTU question paper problems and solved case studies including the year 2016 **Jamia Millia Islamia** Rph Editorial Board,2020-10 This immensely dependable mentoring book is specially published for the aspirants of MBA Entrance Examination organised by the Jamia Millia Islamia University JMI Based on the Latest Pattern of the exam the book also comprises a Solved Model Paper for aspirants to make them familiar with the type of questions asked and their answers The book is highly recommended for the aspirants to Sharpen their Problem Solving Skills with intensive practice of numerous

important questions provided in the book and prepare them to face the exam with Confidence Successfully The book contains ample amount of Study and Practice Material comprising numerous Solved MCQs on all the relevant Subjects Topics Most of the practice questions incorporated in the book have been modelled on questions of various previous exam papers and solved by the respective subject experts Detailed explanatory answers have also been provided for selected questions for Better Understanding of readers in a Reader friendly manner In short you can bank upon this book for study practice and during the precious moments before the exam While the well prepared study and practice material of this book is designed for you to Master your Success your own intelligence and practice with this will definitely Ensure you Success in your Endeavour and help secure a seat in the prestigious course paving the way for a Bright Career

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