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**MANIPAL UNIVERSITY
DUBAI CAMPUS**

FIRST SEMESTER B.B.A. DEGREE EXAMINATION – JANUARY 2008

SUBJECT: INTRODUCTION TO BUSINESS (MGT 101)

Sunday, January 06, 2008

Time: 3 Hrs.

Max. Marks: 100

a) Support answers with Suitable examples

Answer any five of the following. (5x 20 =100 Marks)

- Q1. List down various manufacturing, agriculture & service industries. Discuss progress made by these industries over the years.**
- Q2. Take up any business services or idea. Put forth in your own words How you will start, plan and do the marketing & make it profitable. What type of leadership style you will adapt & justify your style.**
- Q.3 Explain Promotional mix in detail. Support your answer with any Practical examples.**
- Q4 What is Corporate Social Responsibility (CSR) and it's linkage with Stakeholders. Briefly write down on management's role in setting ethical Standards.**
- Q.5. What is franchisee system .Explain the entire franchisee system covering its operation, benefits, drawbacks and challenges.**
- Q.6. Discuss various forms of short term & long term finance sources in detail.**
- Q.7 Write short notes (Any four)**
- i) Financial Plan, Budget & Control**
 - ii) New Product Development process**
 - iii) McGregor's Theory X & Theory Y**
 - iv) Leadership & leadership styles**
 - v) Stakeholders & relationship with business**

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