



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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S Ashworth



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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

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

Careers Digest, 1983 *Oswaal Karnataka 2nd PUC Question Bank Class 12 English | Chapterwise & Topicwise Previous Solved Papers (2017-2024) | For Board Exams 2025* Oswaal Editorial Board, 2024-05-29 Description of the Product 100 % Updated for 2024-25 with Latest Reduced Karnataka PUE Syllabus Concept Clarity with Concept wise Revision Notes Mind Maps Mnemonics 100% Exam Readiness with Previous Year's Questions Board Scheme of Valuation Answers Valuable Exam Insights with 2000 NCERT Exemplar Questions Extensive Practice 2 Model Papers 3 Online Model Papers

American Men and Women of Science, 1974 **Guide to Microforms in Print**, 2009 **Economics for Managers** Janardhan Upadhya 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

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