

A P J ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIRST TRIMESTER MBA DEGREE SUPPLEMENTARY EXAMINATION DECEMBER 2016

MBA 16 BUSINESS AND SOCIETY

Max. Marks: 60

Duration: 3 Hours

Part A

Write short answers to all questions. Each question carries 2 marks

1. Analyse the economic roles of Government
2. Explain the term 'BGS framework'
3. How does Build-Operate-Transfer (BOT) system work?
4. Explain the rationale behind 'Triple Bottom Line (TBL)' approach
5. 'An Ecosystem consists of a number of vital components'. Explain

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain the impact of Public Private Partnership in India
7. Discuss the emerging trends in the global business scenario
8. Critically explain the role and impact of NGOs in India's business growth and development
9. Give a brief account of the dimensions and importance of Sustainable Development
10. Examine the initiatives taken by the Central State governments for 'Energy Conservation' and 'Energy Efficiency'

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Answer the questions that follow the case given below:

The Hornbill State Road Transport Corporation (HSRTC) and the Roller State Road Transport Corporation (RSRTC) present a very interesting contrast. While the Hornbill SRTC is characterized by shrinking services, mounting losses and increasing customer dissatisfaction, the Roller counterpart presents a very dynamic case of strategic development, innovative product mix expansion attuned to serve the diverse needs of customers and measures aimed at improving operational efficiency and passenger comfort. The Hornbill SRTC, which is sitting on a huge mountain of debt and heavy accumulated loss see its loss growing.

Roller is geographically a much more vast State than the Hornbill. As the operation of the Roller Transport Corporation grew substantially, the need for organizational restructuring to improve the operational efficiency and strategic reorientation was felt. The Roller enterprise, whose fleet size has grown to more than 10000 buses by 1997, was divided and a new corporation by the name Roller Metropolitan Transport Corporation (RMTC) was formed in August 1997. In November 1997, another new corporation called North Western Roller Road Transport Corporation (NWRRTC) was carved out of RSRTC to cater to the transportation needs of North Western parts of Roller. Later, a North Eastern Roller Road Transport Corporation (NERRTC) was also formed.

Despite operating a large fleet, Hornbill SRTC has not been able to provide good and hygienic bus stations with minimum public amenities, even in important cities in the Hornbill State. Often, the Hornbill Corporation had to cancel large number of services because of non-availability of tyres, other spares or diesel for want of money to buy them. For example, according to some reports in August 2014, around 1500 buses (about 25% of the total number of buses) were off the road due to such problems. Even many of the buses which run are in a very dilapidated condition because of very poor maintenance. Many buses which are on the road do not have

a proper shutters to save the passengers from rain water blowing in (Hornbill is a State with heavy rains). Buses with leaking roof and holes / cracks on the bottom platform through which dirt water on the road flush in are also found. Sharp and rusted edges of inside parts of the buses harming the passengers are also not very uncommon. Seats of many buses are in a dilapidated, unhygienic and pathetic condition.

Attempts to organizational restructuring or modernization of the fleet are resisted by the trade unions and political parties.

The Roller Corporation has been very innovative and has always been in the forefront of fleet modernization and improving customer services. Its fleet includes most modern buses. Some of the buses provide almost all the facilities available in an aircraft, including modern chemical toilets, on board pantry service, Wi-Fi on the move and individual television screens with multiple channels. The Roller Corporation has a large number of booking outlet kiosks spread throughout the State capital and other places, including other states. The Corporation also franchises booking business to private agents.

A person who has frequent experiences with Hornbill SRTC and Roller SRTC / RMTTC sarcastically remarked, comparing the Hornbill and Roller Corporations. The attitude of the Hornbill Corporation is 'no to the customer', while the approach of its counterpart is 'know the customer'.

In 2014, the High Court of Hornbill made a very damaging and eye opening comment on the Hornbill SRTC; the Court wondered what public purpose the Corporation serves by operating the way it has been done, dolling out huge sums of money from the public exchequer every month to keep the loss making debt-ridden enterprise alive. For the Corporation which has been surviving over the years on borrowed funds from financial institutions and help from the state government, the current situation is such that it finds it difficult to even borrow from institutions as it has crossed all its limits.

Discussion questions

- a. Compare and contrast Hornbill SRTC and Roller SRTC
- b. Impact of privatization on Hornbill SRTC

(20 marks)