

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

MBA T4 (PT) (Regular and Supplementary) and T1 (Supplementary) Examination, November/December 2020

Course Code: 16**Course Name: BUSINESS AND SOCIETY**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.***Marks****Write Short notes on the following:**

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|---|-----------------------------------|-----|
| 1 | Triple Bottom Line with a diagram | (2) |
| 2 | Bottom Of the Pyramid | (2) |
| 3 | Climate change | (2) |
| 4 | Environmental audit | (2) |
| 5 | Business ethics | (2) |

PART B*Answer any three questions. Each question carries 10 marks.*

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| 6 | What are the functions of NGOs? | (10) |
| 7 | Narrate the effects of urbanisation on environment and farm sector | (10) |
| 8 | Explain the principles of sustainable development highlighting the indicators of sustainability. | (10) |
| 9 | Discuss the initiatives taken up for reducing the impact of global warming. | (10) |
| 10 | Elaborate on energy resources and how they are significant for India. | (10) |

PART C*Compulsory Question. The question carries 20 marks.*

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| 11 | Honda has entered the US market for lawn-movers and snow-blowers, despite a stagnant market and heavy competition. According to marketing research reports, the US mover market is mature; it is growing at a rate of only 2 % per a year. Half of all US sales are in private labels, which have very low profit margin for manufacturers. The total sales of movers, snow throwers, trimmers and garden tillers are about US \$30 billion per year. The | (20) |
|----|---|------|

ten largest manufacturers account for half of this volume.

The major American producers of lawn movers and snow throwers are divisions of large diversified firms like Deere, Textrone, International Harvester, and AMF. The fastest growing company in the industry has been TORO, which has 9% of the mover market and 50% of the snow thrower market. Another American firm Briggs & Stratton manufactures 8 million small motors for power equipment per year and is the world's lowest-cost producer.

Honda's strategy concentrates on high end of the price line. Its HR-21 lawn movers has a list price of US \$1448. Movers in the price category yield only 5% of all current US mover sales. A second model sells for US \$1267. Prices of American competitors begin at under US 41000. In 2004, Honda expected to introduce its first snow throwers. For all new products Honda is counting on its reputation for excellent in small gasoline engines.

There is some question about how much Americans will pay to trade up to a better lawn-mover. The typical lawn-mover had stresses the consumer relaxing after the lawn is cut, not his or her love for the machine. Uncertainty also exists as to how much competition will respond. Briggs & Stratton has already introduced a high quality motor and may reduce its price. In addition, Honda has little experience in the manufacture and marketing of lawn-movers because Japanese yards are too small to move.

QUESTIONS

1. What environmental factors should Honda study regarding the US market for lawn-movers and snow throwers? (5 marks)
2. Evaluate Hondas strategy of introducing a US 41448 lawn-mover (5 marks)
3. In the past, Hondas US sales were predominantly in cars and motor cycles. Are the current products consistent with Hondas established image? Explain your answer (5 marks)
4. Can Honda standardize its marketing strategy for lawn movers for entry into country like India? (5 marks)
